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Import stocks slip to a thin 26-day supply

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars, which had seemingly fallen about as far as it could without throttling sales, continued to fall during July to reach — for the third month in a row — the lowest point since AUTOMOTIVE NEWS began keeping track of the import stockpile.

The inventory of new imported cars Aug. 1 totaled 227,819, a meager 26½-day supply, down from 251,787 on July 1, a 28-day supply. A year ago, the new imported-car inventory stood at 429,663 units Aug. 1, a 56-day supply.

The inventory of new imported pickup trucks also dipped during July to a 52-day supply, compared with 54 days a month earlier, although the unit count actually climbed slightly to 88,209 from 86,555. A brisker selling rate accounted for the lower days-supply figure.

The combined imported car and truck inventory Aug. 1 totaled 316,028 units, a 31-day supply, compared with 338,342 a month earlier, which was a 32-day supply. A year ago, the combined inventory was 600,632, a 67-day supply.

• With only a few exceptions, all lines were in short supply Aug. 1. Stocks of Japanese nameplates totaled 157,464, a paper-thin 23-day supply, compared with 171,702 a month earlier, a 24-day stock.

Japanese makes and their days-supply figures Aug. 1 were: Toyota, 15; Honda, 19; Mazda, 20; Nissan, 21; Subaru, 33; Isuzu, 39, and Mitsubishi, 72. In addition, Chrysler Corp. had a 55-day supply of Mitsubishi-built cars, including Sapporo, 47; Challenger, 50; Dodge Colt, 57, and Plymouth Colt, 58.

The total number of West German cars in stock Aug. 1 was 30,594, a 25-day supply, down from 35,990 a month earlier, a 34½-day stock.

German marques and their days-supply figures Aug. 1 were: Porsche, 18; Mercedes-Benz, 23; Audi, 28; BMW, 29½, and Volkswagen, 47. VWoA also had a 67-day supply of U. S.-built Rabbits in stock.

Days-supply figures of other European lines Aug. 1 were: Jaguar, 24; Volvo, 32; Saab, 25; Lancia, 44; Peugeot, 73; Renault, 107, and Fiat, 122.

Days-supply figures for imported pickup trucks Aug. 1 were: Mazda, 26; Nissan, 33½; Toyota, 52; Chrysler Corp./Mitsubishi, 95; Isuzu, 103, and Mitsubishi, 422.

New from Volkswagen

Golf is longer and wider

Despite some disappointment that the new Volkswagen Golf, to be launched in West Germany next month, looks similar to the old one, the wheelbase has been lengthened 2.95 inches and there is a 2.2-inch increase in width, as well as a 6.7-inch stretch in length. All this has added 165 pounds to the car. The North American version is scheduled to debut in the fall of 1984. Story on Page 6.

226-outlet drop in import deals exceeds U.S. dip

By Kathleen Hamilton
Financial Editor

The domestic-car dealer networks fared better during the automotive upswing of early 1983 than did the imports which had done so well during the prolonged slump.

Still, the latest AUTOMOTIVE NEWS import-dealer census reveals a fairly good first half for the majority of import lines: 16 of the 25 increased their dealer populations, and 11 import lines registered record numbers of dealers.

There were 9,785 dealerships carrying import cars on July 1, down 226, or 2.3 percent, from 10,011 at the start of the year. Some of these dealerships also carried domestic lines, of course.

The total number of dealerships in the U. S.—those carrying domestics and/or imports—declined 227, or 0.9 percent during the first half. That represented the smallest numerical and percentage decreases since July, 1979. The figures are 24,502 at midyear and 24,729 on Jan. 1.

Most of the decrease was attributable to dealerships carrying only import lines. Domestic-car dealerships declined by only 76 (AUTOMOTIVE NEWS, Aug. 8); import-only dealerships dropped by 151, to 3,779. The loss was solely among dual-import points; the number of dealerships carrying a single import line actually increased during the first half.

• Exclusive import dealerships numbered 2,700 at midyear, up 57 or 2 percent, from 2,643 at the start of the year. The only significant changes by car line were Honda, which added 23 exclusive dealers, and Toyota, which lost 12 exclusives.

Toyota still has the largest number of exclusive dealers of any import: 666, representing 61 percent of its dealer network. Next in line is Datsun, with 640

Continued on Page 41, Col. 3

But slower sales push days' supply to 47

Car inventory falls 107,000 units

"Boy, the domestic new-car inventory is really short."

"How short is it?"

"Why it's so short that it went from a 47-day supply July 1 to a 48-day supply Aug. 1."

Even Ed McMahon probably wouldn't laugh at that routine, but it described, at least in part, what happened to the domestic inventory during July.

The stockpile was lean enough that it began to slow the sales pace. And the slower sales pace resulted in an increase in the days-supply figure, despite a 100,000-unit slash in the unit count.

The Aug. 1 domestic new-car inventory totaled 1,102,103, a 48-day supply, compared with 1,209,000 in stock July 1, which was a 47-day supply at the higher sales pace a month earlier.

All in all, it was a much happier problem than the industry faced a year earlier, when it had 1,377,130 cars in stock, an 83-day supply.

The Aug. 1 stockpile was very well-balanced between size classes and overall would have to be considered very healthy.

• All the corporate makers opened August with lower unit counts than they had a month earlier, but Ford Motor Co. and General Motors both saw their days-supply figures advance, which accounted for the one-day industry jump.

GM entered August with a 47-day stockpile, up from 45 days a month earlier. Corvette continued to be the shortest line of all, followed closely by Olds 88. The J-cars were in short supply and so were most Oldsmobiles. The GM total included about 200 Pontiac Fieros.

Ford Motor Co. trimmed its unit count substantially during July, but opened August with a 49-day supply, up from 48 days

Table on Page 44.

a month earlier. Ford's biggest seller was also its shortest in supply and Escort sales were hampered by lack of stock.

Chrysler Corp. had a 48-day supply Aug. 1, compared with 56 days a month earlier. The Imperials were just about gone, and Chrysler was in good inventory position.

American Motors had a 52-day supply Aug. 1, down from 55 days a month earlier. Most of the AMC cars in stock were Alliances and Eagles, as the supplies of Spirit and Concord dwindled away. It also included about 1,600 of the new Encore, not yet introduced.

Volkswagen of America had a 67-day supply of U. S.-built Rabbits Aug. 1, up from a 47-day stock July 1.

• The Aug. 1 domestic new-car inventory was divided this way: GM, 59.85 percent; Ford Motor Co., 23.05 percent; Chrysler Corp., 12.97 percent; AMC, 2.63 percent, and VWoA, 1.50 percent.

A month earlier, the domestic inventory was divided as follows: GM, 55.09 percent; Ford Motor Co., 25.72 percent; Chrysler Corp., 14.84 percent; AMC, 2.86 percent, and VWoA, 1.49 percent.

Supplies by size class were little changed from a month earlier, and the segments were again in good balance.

The industry had a 44-day

Continued on Page 44, Col. 1

breaking news

Chrysler repays loans; Michigan group strikes

NEW YORK.—Chrysler Chairman Lee A. Iacocca Friday handed a check for $813 million to a banker here in a seven-year-early repayment to Chrysler lenders of loans guaranteed by the U. S. government. Meanwhile, at Chrysler headquarters in Highland Park, Mich., UAW amalgamated Local 412 pickets slowed gate traffic. A union unit of skilled workers, including model makers and painters, struck over health and safety issues, merit raises and outside contracting.

U. S. recovers compact truck market

PONTIAC.—A top General Motors sales official has declared a U. S. victory over Japan in the compact pickup truck market. U. S.-built trucks took more than half of the small pickup market in the first half of 1983, a market formerly owned by imports for more than a decade, according to Duncan A. Brodie, general director of truck sales for GMC Truck & Coach Operation. In the first half, compact truck sales totaled 512,290. Of these, 301,242, or 58.8 percent, were domestic.

See BREAKING NEWS, Page 8, Col. 1

IMPORT FRANCHISES

	July 1, 1983	Jan. 1, 1983
JAPAN	10,057	9,884
Plymouth Colt/Sapporo	2,657	2,587
Dodge Colt/Challenger	2,577	2,492
Toyota	1,088	1,093
Datsun/Nissan	1,084	1,083
Honda	808	806
Subaru	793	784
Mazda	762	766
Isuzu	213	206
Mitsubishi	75	67
WEST GERMANY	1,567	1,565
Audi	416	421
Mercedes-Benz	414	413
BMW	407	403
Porsche	330	328
SWEDEN	726	723
Volvo	404	404
Saab	322	319
FRANCE	325	330
Peugeot	325	330
UK	302	536
Jaguar	195	205
Rolls-Royce	71	69
Lotus	18	0
Aston Martin Lagonda	13	12
TVR	5	0
DeLorean	0	250
ITALY	189	199
Alfa Romeo	107	117
Ferrari	46	48
Maserati	36	34
MISCELLANEOUS	15	15
TOTAL FRANCHISES	13,181	13,252

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Note: Renault and Volkswagen counted as domestics. See Aug. 8 Automotive News.

NEWSREADER
AN JAN84
MD20814CNGLIAD OE 31205 92001J
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Factory offers tech support, too

Early Porsches to get own parts operation

By Francis J. Gawronski
Service Editor

OSAGE BEACH, Mo. — The formation of a new venture to supply parts to owners of early-model Porsche cars has been announced by Peter W. Schutz, president of Porsche AG, Stuttgart, West Germany.

According to Schutz, the new company, Porsche Special Products, Inc., will serve the market for obsolete parts and technical support through selected existing channels, with primary reliance upon franchised dealers and their distributors and importers worldwide.

Charles A. Stoddard, president and chief executive officer of Stoddard Imported Cars, Inc., Willoughby, O., will serve in the same capacity for Porsche Special Products. Schutz is chairman of Porsche Special Products, an independent company controlled by Porsche AG shareholders.

"This is a very significant step for the owners of early-model Porsches around the world," Schutz said. "In general, parts that have been 'out of production' for more than seven years will be included.

"Porsche had made a total commitment to preserving the enduring value of its older models through maintenance, repair and restoration," Schutz said during the annual Porsche Club of America "Porsche Parade" here.

• Stoddard has been affiliated with Porsche as a dealer since 1957.

"At that time, we were primarily a new-car dealership," he said. "Through my personal interest in restoring and racing, I realized the opportunity in concentrating on early Porsches."

He said supplying parts and service for the early-model Porsches — the 1950s and 1960s — grew to be a substantial part of his dealership's business.

"I have spent a lot of time over the years in Stuttgart, trying to get a supply of parts for my early-model Porsche customers," he said, "and emphasizing to one and all that these early Porsche parts are important to the total Porsche franchise and, properly organized, could be a profitable business that was worth pursuing.

"Our announcement today (formation of the company) reflects that this growing requirement of the Porsche franchise has not been overlooked by the Porsche management and its shareholders," Stoddard said.

According to Stoddard, the implementation of the worldwide Porsche parts program required a complex series of related companies.

A holding company, Porsche Enterprises, Inc., of Delaware, was formed by the Porsche shareholders as a totally independent entity from the Porsche AG organization.

• Porsche Enterprises acquired the right and obligation, according to Stoddard, to service the market for Porsche parts and accessories "that have not been used as a component in the production of Porsche automobiles for seven years or more" — an objective that will take from two to three years to implement fully.

Porsche Special Products was then formed as a wholly owned subsidiary of Porsche Enterprises to operate the parts business. Stoddard Imported Cars was acquired by Porsche Enterprises, providing Porsche Special Products with a base of operations.

"According to the best records we can compile, 375,000 Porsche cars have been sold in the U. S. since they were introduced in 1950," Stoddard said.

"Of these, about 200,000 were imported prior to 1974 and, therefore, have some components not currently being supplied by the factory," he said. "We have no absolutely accurate way of knowing how many of these earlier-model Porsches are 'survivors,' but we estimate the number conservatively at over 100,000."

When fully implemented, Porsche Special Products will offer more than 20,000 items throughout the world — including everything from upholstery, glass, body trim and sheet metal to exchange engines and transmissions and mechanical components.

• Many of these parts will come from existing world inventories that will be consolidated by Porsche Special Products. Stoddard Imported Cars' inventory of 15,000 parts and its list of 24,000 customers also will be merged into Porsche Special Products.

When necessary, Porsche Special Products will supplement inventories by manufacturing parts, using original specifications and engineering drawings and utilizing manufacturing capabilities of affiliated companies in Austria, as well as the Porsche factory itself.

Porsche Special Products will supply, work with and complement the existing worldwide Porsche distribution network, including Volkswagen of America and its franchised Porsche-Audi dealers in North America, according to Stoddard.

"We see a viable market worldwide for early Porsche parts," Stoddard said. "The early Porsche parts business of Stoddard Imported Cars alone exceeded $1.5 million in 1982 in sales that people thought didn't exist."

Converting the Cougar

Armbruster/Stageway, Inc., Fort Smith, Ark., has delivered its first new-style Cougar convertible. The conversion features a power top with insulation pad and full headliner plus power quarter windows and a full-size rear seat. Conversion time is approximately four weeks, the company said.

Import pace to be speeded up

Bricklin appoints two distributors

By John A. Russell
New York Staff Writer

BALTIMORE. — Two distributors covering three distribution areas have been named by Malcolm Bricklin's International Automobile Importers Inc.

The remaining distributors, at least covering the areas westward to the Rocky Mountains, probably will be announced next week.

John Bednarick, the first distributor for the importing arm for Pininfarina and Bertone automobiles, obtained another distributorship. In addition to the previously announced area covering the Mid-Atlantic states, Bednarick also has the distributorship covering the Southeast.

For New York and New Jersey, IAII appointed RVD International Distributors, Inc., Ramsey, N. J., headed by Ray Van Doren and Leigh Rzasa.

Bednarick and Rzasa were present last week at a public introduction of the cars here at the port facility.

Bednarick said he has about 25 dealers in both distributorships. The two distributorships are called South-East International Automobile Importers, Inc., and Mid-Atlantic International Automobile Importers, Inc. Both are headquartered in Accokeek, Md., though Bednarick said he intended to move the headquarters of South-East International in the near future.

Bednarick also is a director of IAII.

The two distributorships give Bednarick responsibility for 12 states. Bednarick anticipates eventually having 100 dealers in the distribution areas.

For Rzasa, the goal is 50 dealers for the two states. Now, her distributorship has 17 dealers.

Rzasa said she received 100 cars during the past week, and will have them out to the dealers shortly.

At least for RVD International Distributors, this will mean four cars per dealer, two of each model.

The company is looking for dealers, and she said that the reaction has been good.

Her partner in this venture, Van Doren, the president of RVD, also heads Ramsey Auto Imports, which was the largest Fiat dealer in the nation.

• One dealer from New Jersey present at these ceremonies, was Robert Senior, Three County Volkswagen, Lyndhurst, N. J. He was the first New Jersey dealer signed. He said he believed the cars would sell. From what he saw at the port, he said, the cars were "well done."

States included in Bednarick's two distributorships are Deleware, Maryland, the District of Columbia, Virginia, West Virginia, North Carolina, Georgia, Alabama, Mississippi, Tennessee and Kentucky.

Bricklin, chairman of the board of IAII, said after the meeting the company has already brought in 500 to 600 cars since the middle of last month and is not planning to speed up the pace of importing.

• Talking about the distribution system after the meeting, Bricklin said that distributors must have letters of credit in amounts from $3.6 million to $10.8 million. The dollar amounts vary by distribution area since distributors have to guarantee they have three months supply of cars and parts on hand at all times, depending on their market.

Bricklin also confirmed that he was looking at other lines to import. He said this will be done under the umbrella of the parent company, Bricklin Industries. He carefully added that no decisions have been made, though another source indicated that the company had been approached by some manufacturers.

Decision due shortly on Pininfarina imports

BALTIMORE. — A decision will be made within the next six months on which new models from Pininfarina will arrive in North America, according to George Ryder, U. S. representative for the Italian maker.

Ryder told AUTOMOTIVE NEWS that company officials are studying the complete product line, but have made no decisions as to what the next step will be. He said the decision will be made either in the fourth quarter of tnis year or the first quarter of next year.

Ryder would not reveal any specific product plans for the company, but he said that Pininfarina would not produce a car for the U. S. alone nor would it produce a car only for Europe under its nameplate.

The U. S. accounts for 12 percent of the total dollar volume of business for Pininfarina. The implication of Ryder's statement is that any new model would have to be saleable in both markets.

The fact that Pininfarina was studying new models for the U. S. was revealed several weeks ago by officials of International Automobile Importers, Inc., the independent importer for both the Pininfarina Spider and the Bertone X 1/9. At that time, these officials said new cars were probably two to 2½ years away.

As for the Spider, Ryder said the manufacturer was keeping the car current. There have been 102 engineering changes in this year's model, he said, with rack and pinion steering due this fall. When asked how long Pininfarina would continue to produce the Spider, which has been on the market for 15 years, Ryder indicated the company would continue to produce the car as long as it's viable in the market.

The U. S. market is currently expected to account for 12,000 Spider sales per year.

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T-tops for Toyotas

Concepts Unique, Inc., Dallas, introduces a T-top for 1982-84 Toyota Celica GTs and Supras. The top is being marketed through certified installation centers nationwide, the company said.

Seeking to keep the momentum going

AMC tailors strategy to bolster turnaround

By Ralph Gray
Crain News Service

SOUTHFIELD, Mich.—American Motors Corp. has turned around. Before, it couldn't sell cars but could make money. Now AMC is selling cars but posting losses.

That wasn't the kind of switch Renault had in mind when it bought into the fourth-place U. S. auto maker. And indeed, AMC-Renault executives are eyeing 1984 as the year to break a string of losses. Or it might be 1985, according to stock registration statements which are notably pessimistic.

Jose J. Dedeurwaerder

Is AMC out of the woods, at least?

"If you are talking about today, I say not yet," said Jose J. Dedeurwaerder, AMC president and a former Renault executive. "If you are talking short range, we have a very good chance," he stated in an interview in AMC headquarters here.

Changes along the way include selling AM General, the defense subsidiary, to LTV Corp.; expansion of the product line to cover 50 percent of the market instead of 25 percent, and a flyer at the China trade.

Basic to AMC's strategy is partner Renault's front-wheel-drive car technology and financial backing and AMC's U. S. plants, dealer network and 4-wheel-drive knowledge.

• "We will concentrate on product areas where we or Renault have special expertise — 4WD passenger cars and 4WD vehicles," said Chairman W. Paul Tippett. "We plan to move from a product lineup that covers 25 percent of the U. S. car market to one with over 50 percent coverage within the next five years. We also plan to expand our coverage of the light-truck market from the current level of 12 percent to 41 percent. The key to the strategy is consistent new-product development."

Given years like 1982, with losses of $153 million (preceded by a 1981 loss of $194 million and a 1980 profit of just $19 million), AMC needs new products.

"We need a steady stream of new products to get this company healthy," Tippett acknowledged. "We can't become the Alliance Car Co., as successful a car as the Alliance has been."

That's been part of the problem with AMC, he continued, referring to AMC's habit of stressing one product line at a time.

"In the 1970s (before his arrival), we had one product and a big poof of smoke. The company would go up and sink back, because there was nothing to consolidate those gains. There was nothing to keep the momentum going. Three or four years ago we determined we had to fix that if we were to stay a viable company.

"So the Alliance was the kickoff," he stated. "We are picking on segments of the market where we can do a better job. They've got to be big enough segments to pay the light bill. But as we get more than one marketing success, we'll start reporting a more acceptable bottom line.

• "The idea is to get to 50 percent of the market selectively, by picking areas where we bring something to the party," Tippett said.

The Alliance, with sales topping 100,000 units by a wide margin, will be followed by a hatchback version—the Encore—this fall. The senior, big Jeeps have been downsized into trimmer Cherokees and Wagoneers.

The next move is the segment above the subcompact Alliance in size to the compact or intermediate sections, said Joseph Cappy, marketing group vice president. Those vehicles will be based on Renault platforms.

"We are never going to be a General Motors—we don't have the size or the clout. But I consider us a broader manufacturer than we were in the past because we're going into market segments with the big guys," he said.

"In the past we've tried to stay out of the big competition and not get batted around, and now we've been fearlessly going forward into the lion's den. We've gotten into the most competitive segment (small cars) at a time the industry was moving away. We pop in there and in six months we're the fourth best-selling nameplate in the segment" with Alliance. "That's a fantastic performance," said Cappy.

• It is on the Jeep side that AMC spots some profitable segments.

"The truck business is clearly the arena that is going to be a pot of gold for us," Cappy said. "Not only are there higher profit margins on trucks, but consumers are equipping them as lavishly as they do cars in terms of option loads."

Jeep with its 4WD doesn't have a modern pickup truck, but plans a compact pickup from the downsized Jeeps. "We're competing now with Jeep 4WD and that restricts us to 25 percent of the light-truck market. About 75 percent of the market is available to us if we have a two-wheel-drive pickup—that's where the profitability strength of Ford and GM rests—in their truck business. We've got the (Jeep) reputation. All we need now is the product," Cappy said.

AMC, to attain profitability, figures it must go to 4 percent of the passenger car market and an 18 percent share in 4WD. It is running 3 percent of the car market, thanks to the Alliance, and looks to the new Jeeps to improve its 1982 share of the 13.2 percent of 4WD. In total, AMC has to get 5 percent of the vehicle market, said AMC president Dedeurwaerder.

"If you cannot reach 5 percent of the market, you are always going to be vulnerable—and that's what AMC was before," he said.

Not all of the new product has to be built in the U. S., as are the Alliance and Encore. AMC can import entire cars from Renault as it does for the low-volume Fuego and 18i, he said.

"That's all the partnership is with Renault—an access to the big shelf (of product)," Dedeurwaerder stressed. That means Euro sedans may be in the picture, but AMC has no plans to get into the luxury car market. "We are not going to have a Cadillac," he said. Cappy sees a target of 500,000 vehicles as feasible, using Renault platforms to cut development time and costs.

A lot depends on the economy, said Dedeurwaerder. He views the current rise in auto sales skeptically.

"Everybody is saying things

Continued on Page 42, Col. 3

An Olds 98 . . . plus 46 inches

American Pullman Coachbuilders, Inc., Brooklyn, N. Y., has introduced an Oldsmobile 98 limousine, stretched 46 inches. At a price of $38,500 to the dealer, the package includes astro-roof, convenience package, a garbage disposal, power glass and privacy dividers, separate climate controls, bar with beverage service and ice chest and dashboard-controlled air-shock suspension system.

Jury awards $10 million in '79 death by robot unit

DETROIT. — A Circuit Court jury here awarded $10 million to the family of a Ford Motor Co. employe killed on the job by a robotized storage system in a foundry.

Robert N. Williams, 25, was a core fitter taking inventory of empty carrier vehicles in an automated high-density storage area when he was killed in January, 1979.

The defendant was Unit Handling Systems Division of Litton Systems, Inc., the storage system supplier. Ford was a third-party defendant.

Robot safety has been an area of growing interest as installations increase and reports of injuries and deaths rise.

The court was told Williams was hit behind the right jaw with a force of 2,420 foot pounds during any one of several passes made by an automated vehicle through the multilevel storage area.

The Ford Michigan Casting Center, Flat Rock, Mich., now closed, was the scene of the accident. It produced engine blocks and components.

Before the trial, the dead man's family had asked a mediation panel for $1.5 million. It is expected, therefore, that Judge Charles Kaufman will trim the size of the award.

Mercedes 540-K wins top award at Meadowbrook

ROCHESTER, Mich.—A pristine 1934 Mercedes-Benz 540-K cabriolet was selected as the most outstanding car at the fifth annual Concours d'Elegance at Meadowbrook Hall.

The car, owned by John Willard Marriott Jr., Chevy Chase, Md., was selected by judges for the honor from among the 160 classics on display. It also won the president's champagne trophy as the best open car.

The Peoples' Choice award went to a 1932 Reo Royale convertible owned by Thomas J. Lester, Deerfield Beach, Fla.

The Dean Eklund trophy for the best closed car went to a 1937 Cord Custom Beverly sedan owned by Barbara Yant, Dearborn Heights, Mich.

Judges selected a 1963 Ferrari 250 GT/L Lusso, owned by Robert E. Larivee Sr., Pontiac, as the best sports car, and a 1934 Cadillac V-16 Custom convertible, owned by John Freeman, Chicago, as the best featured car (Cadillac this year).

The concours attracted more than 8,000 persons.

Texas package: A Rolls-Royce and a helicopter

MIDLAND, Tex.—Ken Hamilton, general manager of Regency Motor Cars, a Rolls-Royce and Aston Martin dealership here, is pushing a promotion package that is designed to answer every local transportation need of his customers.

Hamilton, who sold 17 Rolls-Royces within three months, is now offering a Rolls-Royce and a Robinson R-22 helicopter for $140,000.

He kicked off the promotion with a helicopter air show, during which purchasers of the package were offered a helicopter license training course at a school in nearby Odessa.

Hamilton said that Rolls-Royces and helicopters are "great ways to beat the traffic."

NEW-CAR MARKET SHARES IN U. S.

	MAY					FIVE MONTHS				
	Regis., May, 1983	Percent Share of Market	Regis., May, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 5 mos., 1983	Percent Share of Market	Regis., 5 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	115,341	14.93	120,636	17.04	− 2.11	484,525	14.29	506,193	16.54	− 2.25
Ford	86,601	11.21	79,706	11.26	− 0.05	380,183	11.21	354,539	11.58	− 0.37
Oldsmobile	86,350	11.17	77,101	10.89	+ 0.28	366,862	10.82	305,248	9.97	+ 0.85
Buick	71,974	9.31	68,938	9.74	− 0.43	307,605	9.07	247,571	8.97	+ 0.10
Pontiac	44,448	5.75	45,735	6.46	− 0.71	185,263	5.47	189,338	6.19	− 0.72
Mercury	33,018	4.27	28,693	4.05	+ 0.22	141,569	4.18	127,212	4.16	+ 0.02
Dodge	29,563	3.82	21,632	3.05	+ 0.77	122,484	3.61	101,844	3.33	+ 0.28
Plymouth	28,734	3.72	22,137	3.13	+ 0.59	112,754	3.33	103,365	3.38	− 0.05
Cadillac	25,553	3.31	22,645	3.20	+ 0.11	111,244	3.28	92,412	3.02	+ 0.26
Chrysler	23,127	2.99	15,191	2.15	+ 0.84	98,696	2.91	61,053	1.99	+ 0.98
Lincoln	7,505	0.97	8,121	1.15	− 0.18	37,409	1.10	31,600	1.03	+ 0.07
AMC	5,311	0.69	7,802	1.10	− 0.41	26,634	0.79	38,577	1.26	− 0.47
GENERAL MOTORS	343,666	44.47	335,055	47.33	− 2.86	1,455,499	42.93	1,367,762	44.69	− 1.76
FORD MOTOR CO.	127,124	16.45	116,520	16.46	− 0.01	559,161	16.49	513,351	16.77	− 0.28
CHRYSLER CORP.	81,424	10.53	58,960	8.33	+ 2.20	333,934	9.85	266,262	8.70	+ 1.15
AMC	5,311	0.69	7,802	1.10	− 0.41	26,634	0.79	38,577	1.26	− 0.47
IMPORTS	215,278	27.85	189,123	26.72	+ 1.13	1,014,499	29.93	873,657	28.54	+ 1.39
MISCELLANEOUS	39	0.01	409	0.06	− 0.05	341	0.01	1,142	0.04	− 0.03
TOTAL	772,842		707,869			3,390,119		3,060,751		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

May total is 772,842

Registrations best since early 1980

By Jenny L. King
Staff Writer

New-car registrations in May were the highest since March, 1980, and were up 9.18 percent from May a year ago.

According to statistics prepared by R. L. Polk & Co., U. S. new-car registrations grew to 772,842 this May, up from 707,869 for the same month, 1982, and up 6.10 percent from 728,409 in April, 1983.

Registrations of new domestic-built cars totaled 557,564, up 7.48 percent from 518,746 a year earlier, and up 7.18 percent from 520,198 the preceding month.

Import registrations were up 13.83 percent, to 215,278 from 189,123 in May of 1982. Imports accounted for 27.85 percent of the total market, up from 26.72 percent a year ago.

Record import penetration for May was 30.58 percent, notched in 1981. The recent 27.85-percent share was lowest since November, 1982, when imports accounted for 26.64 percent.

For May, Chrysler Corp. and the combined imports improved their shares of the market as American Motors, Ford Motor Co. and General Motors yielded.

Continued on Page 45, Col. 1

truck industry news

GAC Ireland's double decker

Designed for service in international urban markets, GAC Ireland's 31.5-foot double-deck bus carries up to 84 passengers. The company also markets a single-deck city bus, a school bus and a model for use on intercity expressways.

Irish bus firm acquired by General Automotive

ANN ARBOR, Mich.—General Automotive Corp. has acquired all of the outstanding shares in Bombardier (Ireland), Ltd., from Bombardier, Inc., Montreal, Quebec, Canada.

The new company will be known as GAC Ireland, Ltd., a wholly owned subsidiary of General Automotive. William H. Kretz will continue as managing director of the new company.

General Automotive was the founding partner of the joint venture which manufactures buses for the Irish Transit Authority (C.I.E.) and export markets. An equity holder, GAC has been responsible for the startup and management of the operations in Shannon, County Clare, since 1979.

GAC Ireland will continue to manufacture a full range of double and single deck city and interstate transit buses for both Irish and export markets. In the future, all buses will carry the GAC Ireland name.

The company has been delivering buses to C.I.E. since 1979 under a multi-year production contract. It is pursuing a double-deck transit bus in Baghdad, Iraq, according to George W. Steggles, president, General Automotive International.

• In adition, new export markets are being developed in the Middle and Near East, Africa and the Far East, he said, and a team of technicians currently is working on the identification of components to be sourced in Ireland for use in the company's other manufacturing operations.

Steggles said the Irish buses have gained respect as world-class competitors and have a considerable export sales potential.

"The company has and will continue to work closely with the C.I.E., the Irish Export Board (Coras Trachtala), and other Irish agencies to develop

Continued on Page 34, Col. 5

Truck calendar

Oct. 16-19 — Recreation Vehicle Dealers Assn., annual convention, MGM Grand Hotel, Las Vegas.

Oct. 16-20—American Trucking Assns., annual convention, New Orleans Hilton, New Orleans.

Oct. 27-29 — Truck Body & Equipment Assn., 36th annual convention / exposition, Cervantes Convention Center, St. Louis.

Nov. 7-10—SAE annual truck and bus meeting, Stouffer's On The Square, Cleveland.

Nov. 29-Dec. 3—21st annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

July total hits 205,923, a gain of 31.4 pct. over '82

Big 3 seven-month sales up 12 pct.

A hefty increase in July retail sales by Big Three dealers, especially compact trucks, boosted the seven-month total to 1,423,142 units, a gain of 12 percent over the previous year's 1,270,762.

During the month, the dealers retailed 205,923 new vehicles of all types, up 31.4 percent over the 156,673 units sold in the same month a year ago. Significant advances were reported for all four Big Three markets.

July sales of new compact trucks, both imported and domestic, soared 61 percent to an alltime high of 95,462 units, compared with 59,282 last year, the previous high for the month.

The seven-month total for the small trucks was up 39.6 percent, from 435,20₁ units last year to 607,752.

Sales during the month by the non-captive import dealers totaled 39,250 units, an increase of 44.2 percent over a year ago. The January-July count was up 40.1 percent, from 162,457 units in 1982 to 227,644.

Dealers franchised by domestic manufacturers retailed 56,-212 small trucks in July, including the captive imports, an increase of 75.3 percent over last year's 32,059.

Through July, the total was 380,108 vehicles, a gain of 39.4 percent over the 272,744 retailed in the comparable period in 1982.

Sales of the domestic small trucks during the month accounted for 55.3 percent of the total, while they took 58.3 percent of the seven-month count. A year ago, the imports had 56.9 percent of the July total and 51.1 percent of the January-July count.

No. 1 Ford increased its sales lead over Chevrolet by slightly more than 1,000 units in July and boosted its seven-month total to 556,304, about 4,500 higher than Chevrolet's.

During the month, Ford dealers retailed 80,781 new vehicles, an increase of 37.4 percent over last year's 58,810. The total through July was 16.5 percent higher than the year-earlier 477,659.

Chevrolet reported that its dealers sold 79,546 units in July, a gain of 41.7 percent over the year-ago 56,141. The seven-month total was up 11.3 percent to 551,820 units, compared

Continued on Page 20, Col. 1

NHTSA moves to ease truck brake-fluid rule

WASHINGTON. — NHTSA has proposed a rule to allow smaller brake-fluid reservoirs in trucks weighing more than 10,-000 pounds.

The smaller reservoirs would be permissible in trucks with hydraulic brakes, as long as they are equipped with self-adjusting brakes and brake-fluid level indicators, according to the notice published in the Federal Register.

NHTSA developed the proposed rule in response to a November, 1981, petition from International Harvester.

Current capacity requirements for brake-fluid reservoirs are too large when applied to the reservoirs for disc brakes and hamper the development of new brake systems for heavy vehicles, Harvester claimed.

The existing requirements are designed to provide sufficient brake fluid if all of a truck's drum-brake linings wear out simultaneously—something that seldom occurs, the truck builder said.

• NHTSA agreed tentatively with Harvester that "some reduction in reservoir size can be achieved while maintaining safe vehicle brake systems." It disagreed with several points the company made, however.

For instance, Harvester said that assuring partial brake operation was enough to meet the intent of the federal hydraulic brake standard.

NHTSA, however, said that a heavy truck's brakes are subject to heavy strain when the vehicle is fully loaded, and "it would not be in the interest of safety to have a portion of the brake system inoperable at these times."

Harvester also said trucks with smaller fluid reservoirs would not develop brake problems if normal maintenance procedures were observed.

"However, data generated by the Bureau of Motor Carrier Safety and state inspections indicate that maintenance of truck-brake systems is not good," NHTSA said.

Sept. 26 is the deadline for comments to the NHTSA docket.

White to produce axles upon reorganization

By Jack Walsh
Truck Editor

After White Motor Corp. emerges from Chapter 11 in U. S. Bankruptcy Court, hopefully in November, it will have a new name and will resume manufacturing operations in a narrower segment of the heavy-truck market.

The reorganized company will be known as Northeast Ohio Axle Co. and will manufacture front steering axles. White had produced these axles for years for White and Freightliner trucks. Production was discontinued in 1980 shortly before White filed for Chapter 11 protection.

Wallace Askins, White Motor chairman, said the firm will take the new name because under the truck-purchasing agreement with AB Volvo of Sweden, it no longer can use the White name in the firm or its products.

AB Volvo acquired the White truck-manufacturing rights and certain assets related to the manufacturing operations in 1981 and established Volvo White Corp., which currently produces both White and Volvo trucks in New River Valley, Va., and Autocar trucks in Ogden, Utah.

"AB Volvo had no interest in White's 79th St. plant in Cleveland, where the axles were produced," Askins said.

"We kept all the tooling and machinery to produce the axles," he said. "Under the bankruptcy code, a firm in Chapter 11 can't get a discharge of its liabilities unless it continues in business. So we're going to be in the axle business. We're already setting up operations."

The axle-manufacturing equipment was relocated in the former White engineering facilities on the east side of 79th

Continued on Page 34, Col. 4

Truck center manager honored

Lew Rice, left, manager, Sport Chevrolet Truck Sales & Service Center, Silver Spring, Md., was recognized for "outstanding service" by George Fogarty, Sport president, at a recent celebration marking the opening of the new truck center.

Mack launches parts-service protection plan

ALLENTOWN, Pa. — Mack Trucks, Inc. has launched a nationwide program called Bulldog Parts and Service Protection, according to Donald F. Musfeldt, director of parts marketing.

The program, he said, involves an intensified commitment to parts and service assistance for all Mack customers and features in a new toll-free number which provides referral to the nearest Mack facility in the event of a special need or untimely breakdown: 1-800-262-MACK.

"Since the program's inception, hundreds of calls have been received and assistance provided by Mack distributors," Musfeldt said.

He added that virtually all Mack's distributors, branches, and service dealers are participating in the program—a number totaling more than 700 outlets across the U. S.

"Truckers wil notice special Bulldog Protection graphics on display in parts and service areas, and are also offered a new booklet containing a peel-off card imprinted with the toll-free service number," Musfeldt said. "It provides a quick reference in the event that a trucker needs service assistance.

"Trucking people are becoming increasingly aware that quality pays more dividends over the long haul than the lowest initial price and substitute parts," Musfeldt explained. "The Bulldog Protection program seeks to promote the fact that we are going allout in customer protection and service."

July total hits 205,923, a gain of 31.4 pct. over '82

Big 3 seven-month sales up 12 pct.

Continued from Page 16

with 495,649 in 1982.

GMC dealers retailed 23,459 vehicles during the month, which was the second highest July count ever and up 12.6 percent over the year-ago 20,836. The alltime high of 35,865 was hit in 1978. The January-July total was 155,472, up 7.2 percent over last year's 145,086.

• Dodge and Chrysler-Plymouth dealers retailed 22,137 new light trucks during the month, a gain of 59.9 percent from last year's 20,886. Through July, the total was 159,546 units, an increase of 4.7 percent over the year-earlier 152,368.

American Motors reported that sales of four-wheel-drive Jeep vehicles in July totaled 6,260 units, 12.1 percent higher than last year's 5,585. The seven-month count was up 11.8 percent, from 27,741 units in 1982 to 42,184.

Sales of the compact Volkswagen pickup were down dramatically for both the month and January-July period. Dealers retailed only 355 units in July, off 56 percent from the year-ago 807, while the seven-month count was down 51.1 percent to 3,633 units, compared with 7,436 a year ago.

Impressive gains for both July and the first seven months were reported by U. S. distributors of the Japanese-built compact pickups.

No. 1 Toyota said its dealers sold 13,702 units during the month, an increase of 12.7 percent over the previous year's 12,159. Through July, the total was 93,060, up 21.6 percent over the year-ago 76,503.

Nissan dealers retailed 16,158 units during the month, an increase of 76.4 percent over the year-earlier 9,162. The January-July count hit 76,858 units, a gain of 44 percent over last year's 53,359.

• July sales by Mazda dealers climbed 58.7 percent over the previous year, 6,691 versus 4,216. The seven-month total was up 79 percent to 39,936 vehicles, compared with 22,310 in the like period in 1982.

Isuzu said its dealers retailed 2,016 vehicles during the month, an increase of 19.6 percent over the year-earlier 1,686. Through July, the total was 13,141, a gain of 27.8 percent over the year-earlier 10,285.

Mitsubishi, which started U. S. distribution of its compact trucks only last fall, said dealers sold 683 vehicles during July, bringing the seven-month total to 4,649.

Big Three July, year-to-date sales

	July		Year to date	
	1983	1982	1983	1982
Ford				
Vans	13,202	9,548	96,448	73,336
Club Wagon	1,777	3,343	17,795	20,378
Ranger	15,997	8,386	111,413	54,130
Courier	.....	2,785	5,657	20,695
Bronco	2,783	2,496	24,613	24,858
Bronco II	6,190	.....	25,626	.....
Pickups	36,389	28,338	251,565	256,363
Mediums & Heavies	4,443	3,914	23,187	27,899
Chevrolet				
Vans	11,527	8,851	85,981	61,911
Sportvan	1,497	1,241	11,568	9,992
S-10	15,064	11,313	111,194	111,089
S-10 Blazer	8,273	.....	54,508	.....
LUV	418	1,300	3,425	15,444
El Camino	1,924	1,670	12,224	12,991
Blazer	2,098	1,358	16,908	17,152
Suburban	3,105	1,815	22,604	17,933
Pickups	34,134	26,844	224,511	239,379
Mediums	1,506	1,749	8,897	9,758
Chrysler				
Vans	6,647	5,766	44,642	37,392
Voyager	439	383	3,174	3,194
Ram Wagon	3,544	2,679	23,200	18,604
Arrow	.....	431	815	3,821
Ram 50	2,975	2,018	16,150	20,148
Trail Duster	.....	.....	.....	244
Ramcharger	1,661	945	12,331	6,936
Scamp	263	.....	1,933	.....
Rampage	877	1,170	6,974	10,651
Pickups	5,731	7,494	50,327	51,378
GMC				
Vans	4,307	2,804	29,420	17,384
S-15	3,609	3,216	25,290	23,895
S-15 Jimmy	1,797	.....	10,512	.....
Jimmy	636	599	4,301	4,546
Caballero	142	205	1,182	1,681
Suburban	1,025	703	6,922	6,065
Pickups	9,148	9,462	60,341	67,283
P Models	354	556	2,213	2,322
Mediums	1,736	2,301	10,999	15,598
Heavies	705	989	4,292	6,312

Mexican auto industry wants 50-pct. vehicle price hike

MEXICO CITY. — Mexico's automotive industry is none too happy with the official 11 percent authorization for car price increases.

Francisco Valenzuela, president of the Automotive Industry Coordinating Council of Canacintra (National Chamber of Manufacturing Industries), said that since there has been a 50 percent "correction" in sales, the low allowed price boost does not compensate for present production costs.

He said that for some time the automotive sector had been seeking official sanction for an approximate 50 percent increase in prices, due to escalating production costs, including prime materials and labor.

The Ministry of Commerce, which rules on price increases (and which has been unable to maintain low prices for basic foodstuffs) is not favorably inclined to a further price hike.

While no official statement has been made, an official source indicated that even the nominal allowed increase may have repercussions in causing a further slide in sales.

If auto industry demands for a 50 percent increase should be granted, it would put passenger cars outside the reach of most Mexicans, with even compacts rising to nearly 2 million pesos ($13,600) and soaring on up to approximately double this figure. The source refused to speculate that a "compromise" solution may be made.

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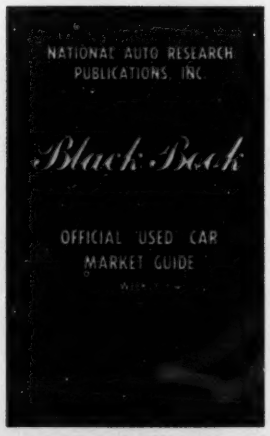

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Automotive World News

Ford Orion, along with improved Fiesta and addition of diesel options, is crucial to the corporate plan to continue as top seller in the European market and increase its market share.

Can Ford hold sales lead in Europe?

Six leading makes running a tight race

By Richard Feast
European Editor

The question is: Can Ford hold on to its recently won lead in the European new-car market?

Unofficial industry returns for the first half of this year indicate that Ford is still in the lead. But Renault, the company it knocked from the No. 1 spot, has closed the gap.

The tight running order of Europe's Big Six auto makers has never been closer. In the first six months of this year they were separated by a mere 1.1 percentage points.

Never has the competition been so close — and in the main it is the two U. S.-owned companies, Ford and General Motors (Adam Opel), which are forcing the pace.

The preliminary figures, obtained from industry sources, show an overall 5-percent rise in new-car sales in the first half, compared with one year earlier.

They amounted to 5.755 million, most of the advance coming from just two countries. West Germany added some 148,000 sales (to nearly 1.4 million) and the UK put on an extra 139,700 units (to almost 922,000).

Most industry predictions for the year-end suggest a total of 10.2 million. Few believe sales will reach the record 10.33 million of 1979, though most companies believe that high-water mark will be beaten in 1984.

• The missing ingredient, though, is profit. The high level of selling is being achieved only as a result of tremendous sales-incentive campaigns which are costing makers and dealers dearly.

Ford sales rose 11.5 percent during the opening half-year to 726,000, a market share of 12.6 percent. Its strengths lay in continued good demand for Escort (Europe's best seller in the opening quarter) and notably greater sales for Sierra than for the old Taunus/Cortina.

According to Ford, the improvement is of the order of 70 percent, with Sierra taking around 4.2 percent of total European sales.

Renault's 12.3 percent was on the basis of 705,200 sales. Its strengths were in the R-9/11 category, which to some extent made up for weakening demand for the R-5. The R-5 is coming under increasing pressure from newcomers like the Peugeot 205, Fiat Uno and Opel Corsa in the key markets of Southern Europe. It seems unlikely the Renault model will repeat last year's individual best-seller status.

• Renault's sales accounted for a 9.3-percent fall over the same period one year earlier. It managed a slim advantage over the next two manufacturers, however.

The Volkswagen group's sales improved by 2.5 percent to 699,200, a market share of 12.2 percent. Fiat Auto's slipped fractionally (0.7 percent) to 696,800, a slice of 12.1 percent.

But the VAG picture comprised two contrasting elements — a sales decline for VW and a vast increase for Audi. VW buyers are holding back for the fall arrival of Golf II, despite some spirited incentive campaigns to keep current Golf sales buoyant.

In Bavaria, though, Audi is building at record levels to meet orders for its trend-setting 100 sedan. Its 27-plus-percent improvement in European sales makes Audi's advance the most significant in the industry in the first half.

Fiat enjoyed a good reception for the crucial new Uno hatchback in Italy, but the company's overall European standing has been held back by a decline of more than 8 percent in the vital domestic market.

• Peugeot SA (PSA) registered a 3.6-percent fall in sales to 679,900, a market share of 11.8 percent. The Peugeot 205 bolstered sales improvement, but this was more than offset by losses at Citroen and Peugeot's Talbot Division.

At 24.7 percent, General Motors' improved standing took it to 11.5 percent and 662,500 units. A great deal of the reason was the introduction of the Corsa, a new model in a new category, but Kadett, Ascona and Rekord made gains as well.

There seems little doubt that by the end of the year GM's combined Opel and Vauxhall score will have moved it ahead of PSA — European market leaders as recently as 1979. It is a reflection of GM's determined fight to be among the European heavyweights and of PSA's fragmented and collapsed strategy.

Thus the Big Six are covered by only 1.1 percent in market share difference, or a mere 63,500 units in sales terms. No other auto maker is anywhere near; at 3.8 percent BL Cars is next in the rankings.

The position is in sharp contrast to recent placings. Even in the opening half of last year the difference between No. 1 and No. 6 was 4.5 percent. In 1981 it was 5.6 percent, in 1980, 6.2 percent.

• At the end of the 1970s, at a time when PSA had just acquired the ailing Chrysler-Europe conglomerate to make it European sales leader, its advantage over GM was of the order of 7.5 percent.

When PSA lost leadership in 1980 it did so to another French company, Renault, which held it until the end of last year.

At least, it did so by most companies' definition of what constitutes the European sales area. Fiat Auto, for instance, does not take Spanish sales into its calculations because it no longer sells seriously in what amounts to a closed market. The VW group, too, is a latecomer to Spain, where its products are handled now by Seat.

All eyes, then, will be on the leading six contenders as the monthly sales returns from around Europe trickle in.

Ford's European sales and marketing chief, Robert W. Currier, thinks the company can hang on to its advantage. He even admits that the year-end target is 12.9 percent, with better than 13 percent next year.

His hand has been strengthened by the addition of small, high-speed diesel engines, the Orion sedan and revised Fiesta hatchback in recent weeks. But new models mean disruption in production plants, and the object will be to keep volumes up as much as possible during the change-over periods.

Similarly, VW's Golf II introduction after the summer break at Wolfsburg will mean a slower production build-up. Once on stream, though, and with Audi still booming, VW will be a threat.

Renault has no major new-model introductions this year. Its R-1 is in place to complement the R-9, but Renault must be concerned about the hotter competition for its aging R-5.

Fiat Auto will add the Regatta sedan (a Ritmo with a trunk) this fall. That will give sales impetus to its medium-car segment, where the Mirafiori is looking long in the tooth. Ritmo has been substantially modified, and Uno is all-new. Fiat, too, will be much more competitive toward the end of the year.

For PSA the main concerns now center on Citroen and Talbot, each of which has seen

Continued on Page 27, Col. 1

Ford of Europe plugs gaps in lineup

New Orion, improved Fiesta, small diesel add strength

Ford of Europe's winning hand has been strengthened still further.

It has added a new model line — the Orion sedan derived from the hatchback Escort — and it has made substantial improvements to its small hatchback Fiesta.

More importantly, it has at last plugged the serious gap in its powerplant program by offering a small, high-speed diesel for the first time.

The diesel will go into Escort and Fiesta initially. And in Fiesta the diesel produces what Ford believes is Europe's most economical car which should easily average the equivalent of 50-MPG (U. S.).

The goal, says Robert W. Currier, Ford of Europe's sales and marketing vice president, is to increase the company's share of the European new-car market.

"At the moment we are No. 1. It's going to be tough to hang on to that. We've got one key competitor out there called Renault," he admits.

Robert W. Currier

Currier notes that since the first - quarter returns, Ford's advantage over Renault has slipped a little. According to statistics from one of Ford's competitors, Ford held 12.6 percent of total European sales in the first half of this year, compared with Renault's 12.3 percent.

"Our target is 12.9 percent this year," said Currier. "For 1984 it's something better than 13 percent," he explains.

Orion, Fiesta and the diesels will be crucial to the plan. So, too, will other product extensions, including the introduction of a lower range three-door Sierra (as opposed to the sporty XR4i version) and the convertible Escort, each of which will go on sale this fall.

Saarlouis and Halewood are already building Orions. The Valencia plant is expected to build the model from early next year. Cologne, Dagenham and Valencia begin making Fiestas this month (August).

However, diesels will not be available until October or November, so for most of this year Ford will be without a true contender in the one area where the bulk of Europe's diesel sales are made — the C-segment.

VW Golf, Opel Kadett, Fiat Ritmo, Renault 9/11, all have the diesel engine options which make them attractive to customers in Italy, France, West Germany, Belgium and so on. Despite this, though, Ford estimates its C-segment Escort is Europe's best-seller.

In the Fiesta segment—known by Ford as B—there is less diesel opposition. Fiat has the Uno and Peugeot will shortly bring out a diesel 205 which is reputed to be in a similar league to the Fiesta diesel as far as economy is concerned.

But the compression ignition Fiesta does return some remarkable figures on the ECE test cycle — the equivalent of 61.9-MPG at 56-MPH, 42-MPG at 75-MPH and 47-MPG on the urban cycle.

Courier concedes that Ford is late into the small diesel segment. But he adds, "I wish we'd been there earlier, but here we are and we've a hell of a good diesel.

"And I'd rather be selling something that's very good. If it's taken this long to get the kind of fuel economy numbers we're getting, I'm delighted we did it."

He traces the diesel lateness to the intensity of Ford's recent model program, including Escort, Sierra and Orion. It also included the (comparatively late) introduction of five-speed gearboxes on most models.

In sales terms he believes diesels will be most popular in Italy, France and Belgium. In Belgium, for instance, practically half of Sierras sold are diesels.

But Currier thinks the diesels will have another effect. Its economy and quietness will have a major impact on Ford's total credibility.

• He believes the key markets for the Orion sedan will be in Northern Europe, particularly the UK and West Germany.

However, he has watched with interest the widespread acceptance of the Renault 9 — an Orion competitor — in what he calls the Latin markets. Italy and France, for instance, have been traditional hatchback markets. R-9 has changed that.

"Our first conception (with Orion) was in strengthening the Northern European markets, excluding France. But the R-9 lifted our sights in France and gave us more encouragement," explains Currier.

He says the moving forces be-

Continued on Page 27, Col. 2

Booming Saab adds more capacity

Car-sales revenue tops truck figure for first time

The prospect of adding an additional 25,000 capacity would not cause too much concern for most of today's successful auto makers.

For Sweden's Saab Car Division, already building at record levels, it means putting a further 25 percent on to its volume.

It needs the extra capacity because it plans to build an additional model (probably from 1985) and because, in the words of chief executive Sten Wennlo, "There is tremendous potential for our special cars across a broad front."

Saab is one of Europe's handful of auto makers which has emerged practically unscathed from fearful sales declines across the world. The club includes the prestige houses of Daimler-Benz, BMW, Volvo and Jaguar. Membership for VW's Audi Division, now enjoying a revival, is a mere formality.

Saab has been consistently upping volume since the late '70s. In May it moved to an annualized rate of 102,000. In February it will probably move to 105,000.

Furthermore, its interim report for the first four months of this year showed a significant change. Saab passenger-car sales revenue moved ahead of that for the group's Scania Truck and Bus Division for the first time.

At $343 million, Saab sales were up 44 percent. At $287 million, Scania sales were 11 percent down. The group does not believe Saab will retain such a growth rate in the remaining eight months, and the Scania decline is part of a worldwide commercial vehicle slump that is affecting other makers just as much.

• However, Saab contributing 40 percent of group income and Scania producing 33 percent is a role reversal. The pity is that the group does not break down profits by division, but there seems little doubt that even on its very limited volumes Saab is a prosperous auto maker.

A central part of Saab's development has been the United States. Sales in the first four months were up 60 percent at 8,687. Full year expectations are for 24,000 cars, up 30 percent and amounting to a quarter of the company's output.

Wennlo declares that the aim in the U. S. is to sell more cars per dealer.

"If our approximately 300 dealers sell 10 more cars per year each it is 3,000 cars," he said. "If they sell 20 the total is 6,000."

To Saab these are substantial numbers. Wennlo believes it takes a long time to reach annual sales of 15,000. The next 10,000 are added comparatively quickly, and the next 10,000 very quickly.

Saab is still in the second stage — and believes there is yet more potential when a number of dealer open points in the Sun Belt and on the West Coast have been filled.

Wennlo admits, "There is a limitation on our segment, but within that segment we have the possibilities to take shares from our competitors. It is what is happening today, in all markets except, I think, Switzerland."

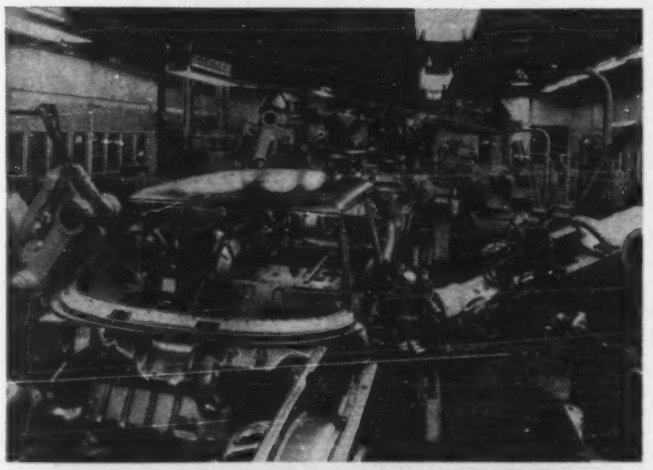
The company is making a more determined effort in Europe, too. Wennlo thinks there is room for another 5,000 sales in the UK, where Saab already sells 10,000. Italian sales — around 2,300 — are good, but they are concentrated in the North. There are a few around Rome, but none in the South.

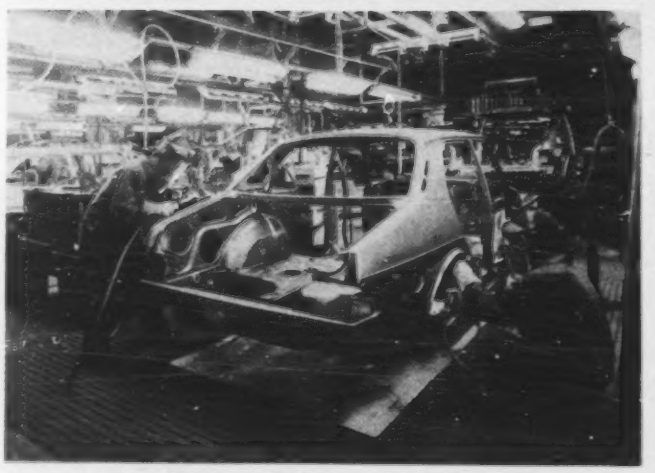
But Saab's big push is being saved for the continent's two largest markets, West Germany and France.

Last year, it sold just over 3,000 cars in Germany, where total sales amounted to more than 2.155 million. Furthermore, it has the highest percentage of luxury car sales of anywhere in Europe. But, says Wennlo, Saab is still making money there.

"We have a very small, very

Continued on Page 28, Col. 1





Photos top to bottom: Robots apply spotwelds to Saab body shells; bodies are moved between work places via driverless trolleys; body shop finishing work is done by autonomous groups at three work stations; two workers at each station do the full sequence of body finishing work in about 45 minutes.

Swedish market wide open to competition

Exports take lion's share of domestic output

Sweden's vehicle market is wide open to competition. For a country which exports so much of its production, it has to be.

In 1981, its foreign trade surplus was nearly SEK 8 billion—or more than $1 billion at today's exchange rates. Ninety percent of truck and bus production was exported, and three out of four passenger cars.

The country's domestic markets are so small that it needs to export to survive. Car sales last year were the highest for five years at 218,400. Truck sales declined for the third year at 17,400, but at nearly 1,400, bus sales were as high as at any time in the previous eight years.

Sales of Swedish-made Volvo and Saab passenger cars accounted for only 38 percent of total. The leading importer is the VW group—models imported by Saab-Scania—with around 13 percent. Ford and General Motors (Opel) have around 9 percent each.

Thus, Swedes prefer the quality small cars of West Germany to those of Japan, whose total import penetration amounts to around 15 percent.

While Volvo and Scania trucks dominate their sectors of the truck market, there is a big market for imported vans and light trucks. Volvo's trucks begin at around 7 tonnes, and Scania's at 16 tonnes. And all are concentrated at the heavy end of the market — where numbers are small and potential profits greatest.

In the first half of this year the new-car market was down slightly at 105,300. Truck sales slipped a little to 8,300 but bus registrations were down nearly a fifth at 1,050.

Recent changes in the value of the Swedish crown, particularly last October's hefty 16-percent devaluation, have helped the country's exporters. But as large purchasers of foreign components, Volvo and Saab-Scania are having to pay more for those parts.

One effect of the devaluations is to make Swedish labor rates —once the highest in the business—look less dramatic. They are still high, and the employe has to hand over a higher proportion in taxes than anywhere else in the world.

Recruiting skilled labor, a real handicap in the mid-'70s, is no longer the problem it was. A crisis in the shipbuilding industry, for instance, has provided more welders and tool makers.

Unemployment at nearly 4 percent (the total population is 8.3 million) seems low by comparison with other developed nations, but is considered very high in Sweden. Disposable incomes are slowing and the economic outlook is not so good, so the Swedish Automobile Manufacturers' Assn. does not envisage any sudden increases in demand.

Swedish vehicle production*

Cars

Year	Volvo	Volvo BV	Saab
1982	210,400	90,800	83,600
1981	211,700	77,900	66,400
1980	188,100	80,500	65,800
1979	229,500	90,150	83,800
1978	195,600	64,100	72,500
1977	171,200	54,500	76,500
1976	222,500	76,300	95,900
1975	225,400	61,550	91,000
1974	234,200	70,000	92,600
1973	252,000	98,750	89,500

Trucks, buses

	Volvo	Scania
1982	37,950	20,900
1981	32,050	25,200
1980	36,600	27,700
1979	31,500	24,800
1978	26,700	21,300
1977	28,100	21,650
1976	28,200	20,800
1975	28,500	19,400
1974	23,300	18,300
1973	20,600	16,000

*The statistics include vehicles assembled in foreign subsidiaries. Volvo Car BV, of Holland, is included for reference. Volvo Car Corp. acquired an interest in the company in 1975. Its participation has varied and now stands at 30 percent.

Swedish vehicle registrations

Year	Cars	Trucks	Buses
1982	218,428	17,377	1,384
1981	188,522	17,502	1,311
1980	192,588	18,558	1,126
1979	215,325	15,823	1,060
1978	200,874	15,753	1,030
1977	241,374	18,624	1,235
1976	312,880	17,961	1,063
1975	285,328	15,533	1,148
1974	260,129	15,302	2,066
1973	225,722	14,416	2,220

Europe's sales race

	6 mos., 1983	Market share	6 mos., 1982	Change on '82
Ford	726,000	12.6	651,100	+ 11.5
Renault	705,200	12.3	777,800	− 9.3
VAG	699,200	12.2	682,400	+ 2.5
Audi	170,900	3.0	134,400	+ 27.2
Volkswagen	528,200	9.2	548,000	− 3.6
Fiat Auto	696,800	12.1	701,800	− 0.7
Peugeot SA	679,900	11.8	705,300	− 3.6
Citroen	280,600	4.9	292,000	− 3.9
Peugeot	236,200	4.1	219,900	+ 7.4
Talbot	163,000	2.8	193,300	− 15.7
General Motors	662,500	11.5	531,300	+ 24.7
Japanese (all)	569,100	9.9	493,800	+ 15.3
BL	220,800	3.8	202,300	+ 9.1
Mercedes-Benz	181,900	3.2	172,300	+ 5.6
BMW	173,200	3.0	156,000	+ 11.0
TOTAL	5,755,000	100.0	5,483,000	+ 5.0

Figures, from industry sources, are provisional. Totals may not tally due to rounding.

How the markets have changed

Country	6 mos., 1983	6 mos., 1982
Austria	139,100	112,900
Belgium/Lux	217,400	227,900
Denmark	62,900	49,300
Finland	67,400	65,700
France	1,058,500	1,056,700
Greece	26,600	36,700
Holland	264,800	222,800
Ireland	42,200	49,900
Italy	897,400	978,200
Norway	59,000	59,100
Portugal	41,100	38,800
Spain	290,100	276,200
Sweden	105,300	108,400
Switzerland	163,800	169,100
United Kingdom	921,600	781,900
West Germany	1,397,800	1,249,600
TOTAL	5,755,000	5,483,200

Can Ford hold sales lead?

Six makes run tight race in Europe

Continued from Page 25

sales fall against a background of increased business. To a large extent much of this can be traced back to industrial disputes earlier this year — and there are prospects of more to come.

PSA wants to reduce its labor force at Talbot (part of Automobiles Peugeot) by 10 percent, or 9,000 people. Rumors suggest Citroen is also looking for similar cuts. They will be vigorously resisted by unions and sporadic or protracted disputes cannot be ruled out.

• While Peugeot's new 205 has been extremely well received, there are few other notable sales successes across the group, and suggestions are that the new Citroen BX mid-range car is proving hard to shift.

On the other hand, GM's Opel (and Vauxhall) model range is the youngest in the business. It has achieved wonders in recent months, and while there will be some slowdown in growth because the Corsa is now in place, it is expected to continue making gains.

GM's model line is now complete — and it is not due to be disturbed in any major way until the introduction next fall of a replacement for the lower-medium Kadett/Astra.

As far as national markets are concerned, in addition to the sales gains in West Germany and the UK there have been rises in Denmark, Finland, France, Holland, Portugal and Spain.

The declines have been in Australia, Belgium/Luxembourg, Greece, Ireland, Italy, Norway, Sweden and Switzerland.

The big number gains in Germany (148,200), the UK (139,700), Holland (42,000), Austria (26,200) and Denmark (13,600) were offset by unit declines of the order of 80,900 in Italy, 10,500 in Belgium/Luxembourg, 10,100 in Greece and 7,700 in Ireland.

As percentages, the most notable improvements was recorded by Denmark.

Ford broadens its lineup

New Orion, improved Fiesta, small diesel

Continued from Page 25

hind the decision to go ahead with Orion were cars like the VW Jetta, Mazda 323 and the expectation of hatchback and sedan versions of the Opel Ascona.

"We knew there was a big market walking around there — for mid-size, conservative family cars. And the market was not going away. It was growing."

Ford talks of building 130,000 Orions a year. Will it take sales away from Escort and Sierra?

Currier is remarkably frank. "It has to, clearly. There's no car that's totally incremental.

"Our task is to make sure there's enough incremental increase that it's still a good business proposition for us. If you get too worried about substitution you never do anything," he maintains.

Ford's only real concern centers on a possible large swing of buyers from Sierra to Orion. That could upset work patterns at Genk in Belgium, a dedicated plant.

The company believes the revised Fiesta will sell well across the board. The model has been changed remarkably little since its 1976 introduction — a move which was largely responsible for Ford's market share moving from 9.8 percent in 1975 to 12.2 percent in 1977.

It put Ford among the leading contenders in Europe, just as the recent introduction of the Corsa has helped transform Opel's market share this year.

Ford insiders trace the company's current strength back to that Fiesta introduction, followed shortly afterward by Escort (1980) and Sierra (1982). But had Currier expected the changes to result in European market leadership this year?

"No, frankly — though it's always been our goal," he admits.

"I don't know what market leadership means to the consumer, but if we don't have this kind of goal we will not bring the kind of products to the market that the consumers like. So, it's a worthy goal.

"Also, it's a tremendous motivation inside the company, to do better, to achieve. It gives people something to strive for and a pride in their company."

Ford acknowledges that Sierra has been the main catalyst. It is taking over 4 percent of the market, compared with around 1½ percent for the old Cortina/Taunus.

But it is not the only piece of the jigsaw, and Escort goes from strength to strength.

Currier believes the total European market will be a little more than 10 million this year — "and that may be a little conservative," he adds.

"Next year could be as high as 10.5 million, although our forecasts now run in the 10.3 million range."

Thus, either this year or more likely next year total European sales will top the record 10.33 million of 1979.

Registrations overseas

UNITED KINGDOM

	6 mos., 1983	6 mos., 1982
Cars		
Alfa Romeo	4,933	4,402
BL	166,705	141,403
BMW	13,636	12,349
Daihatsu	2,427	2,457
Fiat Auto	25,300	25,876
Ford	278,962	234,932
FSO	2,134	1,384
General Motors	130,652	93,251
Honda	8,180	7,787
Hyundai	1,675	1,165
Lada	9,990	7,666
Lotus	213	199
Mazda	8,786	6,356
Mercedes-Benz	7,314	6,585
Mitsubishi	4,436	3,816
Nissan	48,925	44,225
Panther	42	17
Peugeot SA	54,670	51,631
Citroen	13,782	12,724
Peugeot/Talbot	40,888	38,907
Reliant	52	66
Renault	34,587	36,115
Rolls-Royce	366	462
Saab	4,802	4,910
Skoda	5,556	4,075
Subaru	1,446	1,182
Suzuki	1,758	1,385
Toyota	13,991	12,742
VAG	53,750	46,342
Volvo	31,543	26,055
Zastava	2,029	1,025
Others	2,740	2,018
Total	921,600	781,881
Trucks, buses		
BL	29,382	21,426
Daf	1,364	1,037
Daihatsu	1,877	1,863
ERF	696	677
Fiat Auto	1,805	1,184
Foden	341	276
Ford	45,624	42,792
FSO	240	206
General Motors	18,586	15,498
Hestair Dennis	348	324
Honda	1,203	1,252
Hyundai	565	.....
Iveco	1,304	1,184
Karrier	2,456	2,588
Mazda	1,222	1,036
MCW	220	33
Mercedes-Benz	5,170	3,986
Mitsubishi	1,129	604
Nissan	3,122	2,450
Peugeot SA	4,869	3,843
Renault	3,054	2,373
Scania	798	744
Seddon Atkinson	939	892
Subaru	884	839
Suzuki	801	377
Toyota	2,175	1,680
VAG/MAN/VW	5,235	5,699
Volvo	2,220	2,104
Others	583	826
Total	138,212	117,793
Total vehicles	1,059,812	899,674

WEST GERMANY

	6 mos., 1983	6 mos., 1982
Cars		
Alfa Romeo	6,837	6,270
Bertone	555	212
BL	2,673	2,263
BMW	90,518	73,383
Daihatsu	3,354	3,205
Fiat Auto	56,832	55,519
Ford	172,154	136,368
General Motors	276,319	235,910
Honda	18,226	16,934
Isuzu	435	.....
Lada	4,592	3,559
Mazda	31,284	21,422
Mercedes-Benz	132,427	125,608
Mitsubishi	21,580	18,464
Nissan	24,571	22,073
Peugeot SA	52,933	54,480
Citroen	24,502	23,857
Peugeot	14,624	13,614
Talbot	13,807	17,009
Pininfarina	394	.....
Porsche	7,001	5,960
Renault	50,331	52,480
Saab	2,094	1,528
Skoda	906	743
Subaru	2,998	1,945
Suzuki	7,017	5,624
Toyota	27,829	21,280
VAG	404,818	376,779
Audi	102,375	71,943
Volkswagen	302,443	304,836
Volvo	8,684	6,505
Others	819	836
Total	1,408,100	1,249,685

SWEDEN

	6 mos., 1983	6 mos., 1982
Cars		
Alfa Romeo	364	264
BMW	1,919	1,846
Daihatsu	485	618
Fiat Auto	2,493	2,150
Ford	10,134	11,273
General Motors	10,445	11,058
Honda	1,546	2,038
Lada	947	1,579
Mazda	5,371	4,889
Mercedes-Benz	2,103	2,931
Mitsubishi	795	702
Nissan	2,733	2,802
Peugeot SA	3,192	3,042
Porsche	111	81
Renault	1,148	1,177
Saab	14,546	15,203
Skoda	182	243
Subaru	297	136
Toyota	4,100	4,136
VAG	13,200	13,208
Volvo	31,130	28,984
Others	19	31
Total	105,261	108,391

AUSTRIA

	5 mos., 1983	5 mos., 1982
Cars		
Alfa Romeo	1,206	1,295
BL	232	337
BMW	4,401	3,621
Daihatsu	433	145
Fiat Auto	6,089	5,968
Ford	9,493	7,615
General Motors	16,376	14,369
Honda	1,944	1,085
Lada	767	870
Mazda	12,164	8,731
Mercedes-Benz	3,629	3,276
Nissan	7,785	5,121
Peugeot SA	7,419	7,550
Citroen	3,139	3,193
Peugeot/Talbot	4,280	4,357
Porsche	252	202
Renault	5,299	5,702
Saab	161	247
Skoda	445	144
Subaru	1,629	1,312
Suzuki	443	386
Toyota	5,255	3,011
VAG	23,456	19,600
Volvo	2,190	1,389
Others	65	10
Total	112,965	92,585

DENMARK

	5 mos., 1983	5 mos., 1982
Cars		
Alfa Romeo	138	72
BL	47	284
BMW	991	915
Dacia	73	.....
Daihatsu	1,377	528
Fiat Auto	2,214	2,284
Ford	7,542	7,118
FSO	232	155
General Motors	7,265	6,519
Honda	627	322
Lada	2,364	2,629
Mazda	5,253	4,605
Mercedes-Benz	353	427
Mitsubishi	474	537
Nissan	3,725	1,486
Peugeot SA	3,692	3,257
Renault	283	343
Saab	1,025	955
Skoda	3,447	3,831
Subaru	138	123
Toyota	5,042	2,783
Trabant	71	1
VAG	2,546	2,629
Volvo	1,962	1,670
Wartburg	503	79
Others	1	12
Total	51,383	43,720

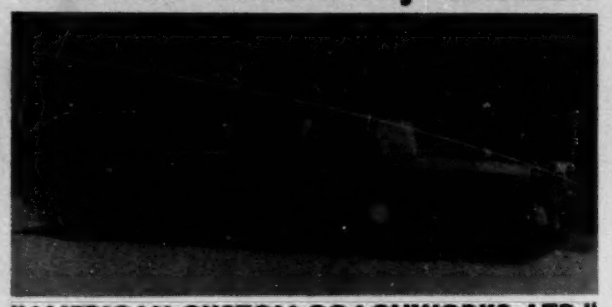
JAPAN

	5 mos., 1983	5 mos., 1982
Cars		
Daihatsu	47,273	31,555
Fuji	30,007	29,315
Honda	95,621	95,712
Isuzu	25,554	24,758
Mitsubishi	75,736	102,583
Nissan	340,462	332,345
Suzuki	37,749	23,249
Toyo Kogyo	108,016	99,827
Toyota	493,327	470,752
Imports	13,799	13,976
Total	1,267,544	1,224,072
Trucks, buses		
Daihatsu	108,625	102,974
Fuji	81,277	75,866
Hino	15,801	16,560
Honda	70,779	56,790
Isuzu	50,999	54,010
Mitsubishi	129,021	112,582
Nissan	118,109	124,897
Nissan Diesel	7,810	8,082
Suzuki	154,524	154,937
Toyo Kogyo	62,070	62,704
Toyota	156,988	154,567
Total	956,003	923,969
Total vehicles	2,223,547	2,148,041

SWITZERLAND

	3 mos., 1983	3 mos., 1982
Cars		
Alfa Romeo	2,561	3,032
AMC	82	124
BL	955	806
BMW	4,051	4,387
Daihatsu	475	418
Fiat Auto	9,067	9,680
Ford	10,947	9,435
General Motors	12,543	15,587
Honda	2,875	3,805
Isuzu	222	.....
Lada	168	323
Mazda	5,328	5,655
Mercedes-Benz	1,701	1,508
Mitsubishi	3,614	2,723
Nissan	7,217	6,652
Peugeot SA	9,906	10,291
Citroen	4,280	4,750
Peugeot/Talbot	5,626	5,541
Porsche	482	419
Renault	5,806	8,306
Rolls-Royce	23	9
Saab	431	439
Skoda	124	124
Subaru	2,762	2,775
Suzuki	1,409	1,728
Toyota	7,126	6,234
VAG	14,240	12,997
Volvo	2,376	1,944
Total	106,491	109,401

'83 Cadillacs "Extended Body" Limousines



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Production overseas

UNITED KINGDOM

Cars

	3 mos., 1983	3 mos., 1982
BL	121,216	129,994
Austin Rover	109,431	120,245
Jaguar	7,755	6,032
Range Rover	4,030	3,717
Carbodies	530	262
DeLorean	.....	1,054
Ford	78,031	89,704
Lotus	148	138
Reliant	24	24
Rolls-Royce	384	707
Talbot	30,485	9,692
TVR	44	30
Vauxhall	35,121	25,640
Others	167	140
Total	266,150	257,385

Trucks, buses

Bedford	12,186	12,812
BL	25,494	23,539
Austin Rover	8,820	5,010
Land Rover	13,350	14,988
Leyland Veh.	3,324	3,541
ERF	470	386
Ford	29,540	29,856
Hestair Dennis	171	236
Karrier	1,201	2,021
MCW	112	91
Sandbach	174	191
Seddon Atkinson	344	283
Others	227	130
Total	69,921	69,545
Total vehicles	336,071	326,930

JAPAN

Cars

	5 mos., 1983	5 mos., 1982
Daihatsu	79,012	55,927
Fuji	94,907	82,705
Honda	349,669	364,488
Isuzu	45,036	51,236
Mitsubishi	216,684	248,641
Nissan	748,861	731,594
Suzuki	45,571	28,065
Toyo Kogyo	371,686	349,616
Toyota	978,484	942,911
Total	2,929,910	1,855,183

Trucks, buses

Daihatsu	142,284	133,332
Fuji	124,529	124,893
Hino	21,202	27,262
Honda	74,939	61,616
Isuzu	100,647	121,301
Mitsubishi	186,275	159,032
Nissan	270,034	264,657
Nissan Diesel	13,993	15,606
Suzuki	206,261	201,046
Toyo Kogyo	120,992	116,273
Toyota	386,306	395,690
Others	336	348
Total	1,649,798	1,621,056
Total vehicles	4,579,708	4,476,239

FRANCE

Cars

	5 mos., 1983	5 mos., 1982
Peugeot SA	605,365	589,652
Citroen	257,824	233,824
Peugeot	255,672	237,789
Talbot	91,869	118,039
Renault	723,784	594,533
Total	1,329,149	1,184,185

Trucks, buses

CBM	37	50
Peugeot SA	59,438	61,829
Citroen	14,475	13,224
Peugeot	35,087	41,395
Talbot	9,876	7,210
Renault	98,605	99,476
Sovam	24	32
Unic	3,059	2,596
Total	161,163	163,983
Total vehicles	1,490,312	1,348,168

SPAIN

Cars

	4 mos., 1983	4 mos., 1982
Citroen	43,767	30,632
Ford	74,717	74,682
General Motors	64,550	.....
Renault	108,620	100,751
Seat	77,295	86,496
Talbot	19,466	18,666
Total	388,415	311,227

Trucks, buses

CAF	.....	146
Citroen	9,014	13,542
Enasa	4,654	3,673
Ford	2,163	2,838
Hispavinsa	1,002	1,012
Land Rover	7,843	4,675
Mercedes-Benz	3,486	4,740
Motor Iberica	6,837	6,212
Renault	11,491	11,098
Seat	7,984	747
Talbot	203	.....
Total	54,677	48,683
Total vehicles	443,092	359,910

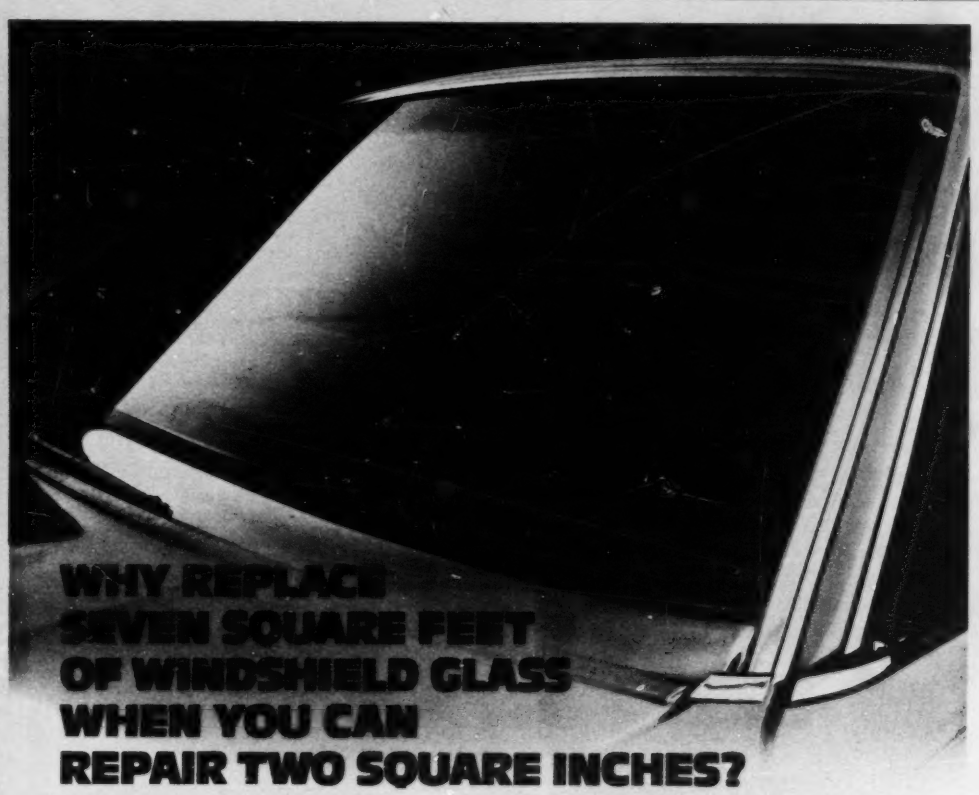
Wheels for Toyota

A Rockwell International high-low operator prepares a load of styled aluminum wheels for shipment to Toyota Motor Corp. in Japan. Toyota purchases 4,000 to 5,000 wheels per month from Rockwell for use as original equipment on 1983 Cressida models.

Gengras won't seek reelection to council

WEST HARTFORD, Conn. — E. Clayton Gengras Jr., a Dodge-Volvo dealer, announced that he will not seek reelection to the West Hartford Town Council.

Gengras, 39, said that family business commitments due to the recent death of his father, E. Clayton Gengras Sr., have made it necessary to curtail elective office activity.



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AN-83

O'Keefe named director of GM facilities

DETROIT. — William J. O'Keefe has been appointed director of General Motors Facilities. He succeeds Albert T. Hastings, who retired after 43 years with GM.

O'Keefe formerly was director of Argonaut Realty, one of the GM Facilities operations. Replacing him in that post is George G. Fox, previously manager of real estate for GM Facilities.

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Honda Accord restyled in Japan

Honda has restyled its Accord line for the home market. The hood line is lower, an anti-lock braking system is an option and a 12-valve engine has been adopted.

Honda boosts Accord power with 12-valve engine in Japan

TOKYO.—To upgrade the performance of the Accords sold in Japan, Honda has adopted 12-valve engines.

They are based on the unit introduced last year in the Prelude coupe, but there is a 1.6-liter as well as a 1.8-liter version, and a single carburetor replaces the twin carburetors of the Prelude.

At the same time, some changes have been mad' to the body and the ALB anti-lock braking system is now an option.

Because the new engine is lower than the old one, Honda has lowered the hoodline of the Accord, giving the three-door hatchback a sporty sloping nose. The sedans retain a low, upright grille. Some models have electronic instruments.

Apart from the use of a single carburetor, the 1.8-liter engine is almost the same as the one in the Prelude, with bore and stroke of 80x91mm. Power output is quoted as 110 HP (JIS, at 5,800 RPM — up from 97 HP at 5,300 RPM—with 110 pounds-feet of torque at 3,500 RPM.

The 1.6-liter unit has a bore and stroke of 80x79.5mm and output has been increased from 90 HP at 5,300 RPM to 94 HP at 5,800 RPM. Gas mileage is also improved slightly.

Denver firm named to handle Peugeot

DENVER. — Royal Carriage Works at D.T.C. has been awarded a Peugeot dealership. It has been owned and operated by William F. Stewart since 1974.

Judge rules against Volvo in flame-trap case

AVALON, N. J. — Working without benefit of an attorney, local resident Anthony Vinci took Volvo of America Corp. to court and won.

The case centered on Volvo's alleged failure to warn motorists properly about servicing their vehicle's flame trap to prevent a carburetor backfire from getting to the rest of the engine and possibly starting a fire.

Vinci argued that although Volvo warned its dealerships through service bulletins that the flame trap needed to be serviced every 15,000 miles, that warning was not listed in the car's service manual for consumers.

Vinci noticed there were oil leaks from his daughter's Volvo, and mechanics determined the problem stemmed from the flame trap, he said.

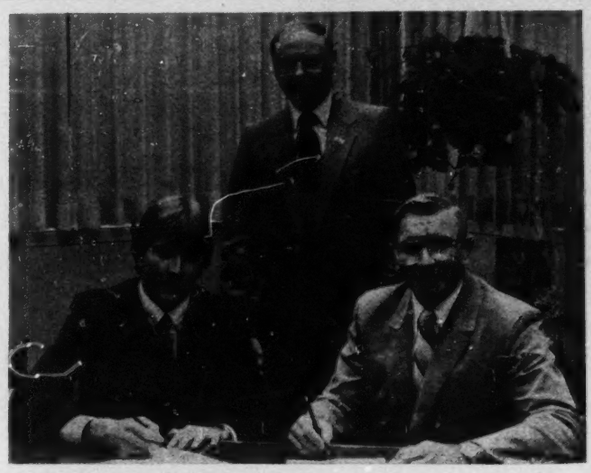
Vinci called his Volvo dealership in neighboring Egg Harbor, N. J., and told the service manager what happened. The manager knew immediately what was wrong, Vinci said, and said Volvo sent out service bulletins about the problem.

Vinci wrote Volvo and explained the problem. He also asked to be reimbursed for the repair bills. He received a letter which was not to his liking, so he filed a complaint in Small Claims Court in New Jersey's Bergen County, where Volvo of America Corp. is headquartered.

After the judge ruled in his favor, Vinci received a check from the dealership for $181.36.

Ochs signs Chevy, Olds

NEWTON, Ill. — Louis Ochs Chevrolet - Oldsmobile - Buick Inc., has been franchised here. Louis Ochs is the operator.



All in the family

A father and son signed Chevrolet franchise agreements for two separate Minnesota locations. John L. Steffens, left, will operate Steffens, Inc., Windom, Minn., while LaVerne J. Steffens, right, will run Steffens Chevrolet-Buick, Inc., Faribault, Minn. Standing is R. W. Kruse, Chevrolet's Minneapolis zone manager. LaVerne Steffens had headed the Windom dealership since 1960.

White to build steering axles after OK on reorganization

Continued from Page 16

St. after the antiquated complex on the west side was sold some time ago to a group of investors. The firm also is headquartered in the former engineering building.

Of the axle-manufacturing operations, Askins said only that "we'll keep it as lean as possible, and let it grow naturally. The staff will be very lean. We already have an agreement with the UAW."

The market for the axles will be the OEMs, Askins said. "We're looking to Volvo White, Freightliner, Nova/Bow Valley, the Canadian firm which bought Western Star, and some others," he added.

"It's a proven axle in thousands of trucks which have run millions of miles," Askins said. "It's had a long history of no problems; in fact, I can't recall even one warranty problem."

Current holders of White common shares will receive one share in Northeast Ohio for each 10 White shares, Askins said, and will have about 10 percent of the total.

The largest single shareholder in the reorganized firm will be WM Financial Corp., a holding company created in New York by a group of investors during the Chapter 11 proceedings.

White Motor creditors will get 64 percent of the firm's stock, Askins said, but will have no participation in management of Northeast Ohio.

White has reported that it owes its creditors about $300 million. White said it expects to pay about 50 cents for every $1 of allowed claims.

"That's more than most people thought they'd get when we started these proceedings three years ago," Askins said.

The lawyer for the creditors committee also noted that the proceedings have been "extremely successful in terms of payouts."

Otto Oldsmobile-Cadillac to open new facility

ALBANY. — Otto Oldsmobile-Cadillac, Inc., will open a new "state-of-the-art" $2.5 million facility here in August.

Some 18 months of research and design effort went into the 40,000-square-foot building, and the dealership will have an 800-car inventory, said Walter Otto II, president.

Irish bus firm is acquired by U.S. company

Continued from Page 16

the international market potential for products from Ireland," he added.

Cruse W. Moss, GAC chairman, said, "buses built in the Shannon plant to C.I.E. specifications are setting new industry standards for performance, reliability and quality, and we are confident of continued success in both Ireland and international markets in the months ahead."

GAC, a privately-owned company, recently purchased the Grumman Flxible bus subsidiary from Grumman Corp.

Moss noted that the Flxible transit bus averaged 4.28 MPG, the highest in a controlled fuel-economy test against five participating manufacturers.

The test, he said, was conducted by a nationally renowned laboratory in conjunction with the Transportation Research Center of Ohio under a contract from the Urban Mass Transportation Administration's office of Bus and Paratransit Systems.

Purpose of the test was to provide transit authorities with fuel-economy data for use in life-cycle cost analysis currently being used in bus procurement.

All test vehicles were standard-sized 40-foot transit buses, and included Flxible, General Motors RTS-II, Flyer Industries, GM of Canada, Neoplan USA and Gillig, as well as Flxible and GM control buses.

factories list auction dates

American Motors

Aug. 16—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 17—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Aug. 18—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Aug. 24—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, East Windsor, Conn.

Aug. 25—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Aug. 26—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Aug. 30—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 31—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Ford Motor Co.

Aug. 16—Arena Auto Auction, Chicago, Ill.

Aug. 17—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Aug. 18—Omaha Auto Auction, 7825 F St., Omaha, Neb.

Aug. 24—Columbus Fair Auto Auction, Obetz, O., and Northway Exchange, Clifton Park, N. Y.

Aug. 25—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Aug. 30—Aptco Auto Auction, Taylor, Mich.

Sept. 1 — 166 Auto Auction, Springfield, Mo.

General Motors

Aug. 18—Butler Auto Auction, Gibsonia, Pa.

Aug. 23—Aptco Auto Auction, Taylor, Mich.

Aug. 24—Hatfield Auto Auction, Hatfield, Pa.

Aug. 24—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Aug. 25 — Indianapolis Auto Auction, Indianapolis, Ind.

Aug. 30—Arena Auto Auction, Chicago, Ill.

Aug. 31—Metro Auto Auction, Kansas City, Mo.

Used Car Sales

Auction Averages

August to date	$5,160
Month ago	$5,101
Year ago	$4,916

Model breakdown

Auction Averages

	AUGUST TO DATE	JULY	JUNE
1983.....	$10,844	$11,178	$10,012
1982.....	7,917	7,622	8,070
1981.....	6,033	6,164	6,142
1980.....	5,177	5,281	4,906
1979.....	4,561	4,529	4,644
1978.....	3,579	3,353	3,475
1977.....	2,803	2,645	2,779
1976.....	2,017	2,113	1,877
Overall Average	$ 5,160	$ 5,172	$ 5,138

auction directory

OHIO

Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

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But 11 lines count record numbers

Import dealer total drops 2.3 pct.

Continued from Page 1

exclusives, representing 59 percent of its network; then Honda, 420 exclusives, for 52 percent; Subaru, 301 exclusives, 38 percent, and Mazda, 113 exclusives, 15 percent.

BMW has 102 exclusives, representing 25 percent of its network; Volvo, 94 exclusives, for 23 percent; Mercedes-Benz, 92 exclusives, for 22 percent; Mitsubishi, 75 exclusives, representing its entire dealer network, and Saab, 57 exclusives, for 18 percent.

Chrysler Corp.'s expanding dealer network pushed the number of captive-import duals to the highest level since Ford Motor Co. stopped importing the German-made Fiesta two years ago. Captive duals stood at 3,699 at midyear, up 62, or 2 percent, from 3,637 at the start of the year.

Gains made by imports from both Japan and Europe in dualing with domestic-car makers were offset by the loss of DeLorean during the first half of 1983.

The DeLorean network was heavily dependent upon General Motors dealers. Now that it is out of production and Consolidated International is selling off the inventory, the number of domestic dealers dualed with non-captive imports stands at 2,307, a decline of 137, or 6 percent, from the revised figure of 2,444 on Jan. 1.

The 9,785 dealerships carrying import lines on July 1 was the lowest since July, 1970, when the Japanese makes were just beginning to establish themselves as major forces in the U.S. market. This was the fourth consecutive period of declines in the import-dealer total.

The declines are deceiving, however, because Volkswagen and Renault are now making most of their sales from U.S.-made products and are therefore counted as domestic makes. If they were still counted as imports, they would boost the import dealer total by more than 2,000

The number of import-car franchises (as distinct from outlets or dealerships, which may handle more than one car line/franchise) declined 71 to 13,181 at midyear. Like the number of import outlets, the most recent franchise number is the lowest since 1970.

Losses were recorded by DeLorean, down 250; Jaguar and Alfa Romeo, down 10 apiece; Peugeot, Audi and Toyota, down 5 apiece; Mazda, down 4, and Ferrari, down 2.

Audi's dealer count has been dropping for seven consecutive reporting periods; Alfa Romeo's for 11.

The gainers during the first half of 1983 were Dodge Colt/Challenger, up 85; Plymouth Colt/Sapporo, up 70; Lotus, up 18 (under the new importer Lotus Performance Cars); Subaru, up 9; Mitsubishi, up 8; Isuzu, up 7, and TVR, up 5 (under the new importer, TVR North America).

Others to register gains were BMW, up 4; Saab, up 3; Honda, Porsche, Maserati and Rolls-Royce, each up 2, and Datsun/Nissan and Aston Martin Lagonda, each up 1. Incidentally, this marks the eighth consecutive reporting period in which Rolls-Royce either maintained or increased the size of its dealer network.

Volvo was the only maker to report no change in its dealer population this census.

The total franchise loss of 71 for the first half was one-half of one percent. Last year at this time, the loss was 1,359, or 9 percent, as Fiat, Lancia and Lotus left the market — at least temporarily.

• The import makes that registered record numbers of dealers at midyear were Dodge Colt/Challenger, 2,577, up 85 from January's record of 2,492, and the third consecutive period in which a new record has been set; Subaru, 793, up 9 from the January record of 784 and continuing a string of records that has been unbroken since July, 1973.

Also, Honda, 808, up 2 from January's record of 806 and continuing an unbroken string of records since July, 1973; Mercedes-Benz, 414, up 1 from January's 413 for the sixth consecutive record-breaking period; Porsche, 330, up 2 from the 328 of the previous two reporting periods.

Other records were set by BMW, up 4 from January's record of 403 and the 13th consecutive period in which a record was set; Rolls-Royce, 71, which matched the record set one year earlier; Maserati, 36, which tied records of July, 1981, and July, 1982.

Also, Plymouth Colt/Sapporo, 2,657, up 70 from January's record of 2,587 and the fifth consecutive period in which a gain was recorded; Mitsubishi (which makes the Chrysler Corp. captives, too), 75, up 8 from the only other census in which it distributed its own products.

Isuzu also set a record of 213, up 7 from its January total of 206 car outlets. Isuzu also has truck-only points in 20 states.

IMPORT OUTLETS

Number of dealerships in U.S. handling imported cars, 1957 to 1983

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270
Jan. 1, 1983	10,011**
July 1, 1983	9,785

*—Alltime high.
**—Revised.

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NEW-CAR OUTLETS

U.S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1976	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%
July 1, 1983	24,502	−0.9%

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Small Mercedes, due Oct. 17, to help on CAFE

Continued from Page 2

introduction and 16,000 to 17,000 of the smaller units next year. Jordan expects the 190 to account for a little less than 25 percent of total Mercedes sales and anticipates that more gasoline than diesel 190s will be sold.

At about $23,800 apiece, that's a lot of small cars.

Mercedes will offer an optional Supplemental Restraint System (SRS) on the new 190 and 500 models, which includes an air bag mounted in the steering wheel hub and a tension-loaded belt on the passenger side.

Jordan said 10 percent of the cars will be equipped with the package, which will cost $800 to $900. Asked why MBNA is offering the package when there is so much opposition to such safety equipment, he said "we are, in effect, running a market test. It is a positive response to a sensible government approach."

In a question-and-answer session, Jordan said that for every owner Mercedes loses to another make, it gains three.

IMPORTED-CAR RETAIL OUTLETS

Imported cars only	July 1, 1983		Jan. 1, 1983	
Exclusives	2,700		2,643	
Duals	1,079		1,287	
		3,779		3,930
Import-domestic duals				
U.S. duals with captive imports	3,699		3,637	
U.S. duals with other imports	2,307		2,444	
		6,006		6,081
Total import-car dealers	9,785			10,011

Notes: Renault and VW counted as domestics.
Captive-import duals are Dodge—Colt and Challenger; Plymouth—Colt and Sapporo.
January totals revised.

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But slower sales push days' supply to 47

Car inventory falls 107,000 units

Continued from Page 1

supply of both subcompacts and compacts, a 50-day stock of intermediates, a 41-day supply of standards and a 51½-day supply of luxury cars.

Days-supply figures by market segments a month earlier were: Subcompact, 44; compact, 45; intermediate, 52; standard, 45, and luxury, 48.

The Aug. 1 domestic inventory was divided this way by market segment: Subcompact, 14.91 percent; compact, 22.33 percent; intermediate, 38.97 percent; standard, 15.91 percent, and luxury, 7.88 percent.

A month earlier, the inventory was divided as follows: Subcompact, 17.04 percent; compact, 21.32 percent; intermediate, 38.01 percent; standard, 16.32 percent, and luxury, 7.31 percent.

• The Aug. 1 days-supply figures by market class were:

Subcompact — Escort, 29; Turismo, 35; EXP, 35; Spirit, 40; Horizon, 41; Lynx, 43; Omni, 46; Eagle SX/4, 46; Alliance, 49; Charger, 49; Corvette, 61; Rabbit, 67; Pontiac 1000, 68, and LN7, 71.

Compact — Pontiac 2000, 30; Aries, 34½; Cavalier, 36; Skyhawk, 38; Reliant, 40; Firenza, 42½; Zephyr, 43; Tempo, 45; Fairmont, 45; Topaz, 46; LeBaron, 51; Camaro, 52½; Firebird, 54; Mustang, 56; Dodge 400, 57; Cimarron, 78, and Capri, 81.

Intermediate — Cutlass four-door, 29; Cutlass coupe, 31½; Omega, 34; Skylark, 38; Regal Coupe, 45; Marquis, 46; Malibu, 46½; Regal four-door, 48; Cutlass Ciera, 50; Monte Carlo, 51; LTD, 56; Pontiac 6000, 58½; Bonneville, 59; Cougar, 63; Grand Prix, 63; Concord, 65; Phoenix, 66½; Century, 69; Celebrity, 71; New Yorker, 74; Citation, 78; Chrysler E Class, 80; Thunderbird, 83; Eagle, 84, and Dodge 600, 98.

Standard—Olds 88, 23; Grand Marquis, 32; Gran Fury, 34; Olds 98, 37½; LeSabre, 39; Crown Victoria, 41; Diplomat, 41½; Chevrolet, 49; Cordoba, 50½; Fifth Avenue, 56; Electra, 58; Parisienne, 70½, and Mirada, 88.

Luxury — Corvette, 22; Cadillac, 41½; Seville, 55; Eldorado, 56; Mark VI, 61; Lincoln, 62; Turonado, 62½; Riviera, 66; Continental, 82, and Imperial, 94.

NEW CAR STOCKS

	Aug. 1, 1983	July 1, 1983	Aug. 1, 1982
Alliance	49	54	.....
Spirit	40	50	127
Concord	65	22	38
Eagle	84	93	66
Eagle SX/4	46	71	66
AMERICAN MTRS.	52	55	58
Horizon	41	45	92
Turismo	35	40	88½
Reliant	40	41	75
Gran Fury	34	35	26½
Plymouth	35	41	73
LeBaron	51	60	91
Cordoba	50½	57	77
E Class	80	97	.....
New Yorker E	74	82	.....
Fifth Avenue	56	74½	46
Chrysler	61	73	72
Imperial	94	83	150
Omni	46	52	94
Charger	49	50	100
Aries	34½	37	82½
Dodge 400	57	59½	122
Dodge 600	98	101	.....
Diplomat	41½	41	55
Mirada	88	101	97
Dodge	48	50	89
CHRYSLER	48	56	79
Escort	29	27	50
EXP	35	51	104
Mustang	56	59	104
Tempo	45	45	.....
Fairmont	45	42	82
LTD	56	51	.....
Thunderbird	83	84	101
Crown Victoria	41	30	62
Ford	48	44	72
Lynx	43	36	63
LN7	71	47	108
Capri	81	78	135
Topaz	46	44	.....
Zephyr	43	50	65
Marquis	46	58	.....
Cougar XR7	63	70	99
Grand Marquis	32	39	50
Mercury	48	51	71
Lincoln	62	61	69
Continental	82	95	88
Mark VI	61	75	95
Lincoln	64	72	78
FORD MOTOR CO.	49	48	71
Skyhawk	38	33	195
Skylark	38	42	105
Century	69	62	179
Regal 4-door	48	46	74½
Regal coupe	45	47	71
LeSabre	39	33	57½
Electra	58	55	69
Riviera	66	47	77
Buick	49	45	95
Cimarron	68	50	112
Seville	55	59	130
Cadillac	41½	52½	59
Eldorado	56	59	71
Cadillac	48	56	68
Chevette	61	46	117
Cavalier	36	23	162
Citation	78	64	119
Camaro	52	47	44
Malibu	41½	39½	57
Celebrity	71	44	178
Monte Carlo	51	60	75½
Chevrolet	49	50	70½
Corvette	22	22	142½
Chevrolet	51	43	93
Firenza	42½	40	218
Omega	34	33	117
Ciera	50	50	128
Cutlass 4-door	29	28	51
Cutlass coupe	31½	28	62
Olds 88	23	25	44
Olds 98	37½	28	46
Toronado	62½	53½	70
Oldsmobile	35½	34	70
1000	68	56	171
2000	30	30	209
Phoenix	66½	60	144
Firebird	54	46	63
Bonneville	59	49	77½
6000	58½	48	253
Grand Prix	63	58	72½
Parisienne	70½	57	.....
Pontiac	55½	47	117
GENERAL MOTORS	47	57	90
Volkswagen	67	47	110
TOTAL	48	47	83

Masked psychic

Capitol Lincoln-Mercury and Richmond Honda, Richmond, Va., had a blindfolded psychic named Manlow drive a car around an obstacle course of cars at the Virginia State Fairgrounds. He covered his head with a steel blindfold, four-foot Ace bandages and a black hood for the stunt.

Second shift scheduled for Laser/Daytona

ST. LOUIS. — Orders from dealers for the Chrysler Laser and Dodge Daytona have poured in and the Chrysler Corp. Fenton plant here has announced that a second shift will be added Sept. 12, meaning work for more than 1,500 persons.

Orders have jumped to 130 percent of early production plans, and this does not include fleet and Canadian business.

Larry Schaefer, St. Louis zone distribution manager, said that "dealers are showing considerable interest and have placed their orders accordingly."

He added that the plant in Fenton, the corporation's "high-tech showcase," will build 4,000 to 5,000 sports cars per month before the second shift begins.

The Laser and Daytona will be launched officially today (Aug. 15), in ceremonies at St. Louis Assembly Plant No. 1.

On hand for the occasion will be Chrysler Chairman Lee Iacocca and Missouri Gov. Christopher (Kit) Bond.

Chrysler has invested $96 million to convert the plant for the assembly of the cars, previously coded G-24. Presently, 2,900 employes are on the payroll and the second shift will boost the number to about 4,500. Plant No. 2 will add 1,500 in September.

Extensive retooling was necessary to accommodate the production line switch for FWD vehicles. Plant conversion was completed July 18.

Manaker appointed

HARTFORD. — Barton L. Manaker, owner of Rte. 44 Volkswagen, Inc., has been named to the Connecticut State University board of trustees.

$200 million to be spent on more aggressive approach

Chrysler outlines '84 ad campaign

Continued from Page 8

front-drive, turbocharging, high technology and fun-to-drive appeal.

It shows the '84 lineup on the road. After reciting various innovations, it calls attention to Dodge introducing seven new models in the last six years, two this year and three in the next two years, claiming the nation's largest turbocharged and largest front-wheel-drive fleets.

Daytona ads use a three-page spread to talk about the "turbo charge revolution," with shots of the cockpit and the Daytona Turbo Z the lead car.

"The American sports car has just grown up," continues the ad, after pointing out electronic fuel injection, front-drive and 5/50 warranty protection.

Dodge ads for other models are "heavily deviced," for strong resemblance, according to Joseph Cronin, ad manager.

The Aries K is called "the best six-passenger car you can buy." The four-door Aries is featured in print, the wagon version in TV commercials.

Ads call attention to "great traction, room for six, solid resale, 5/50 warranty protection" and a quarter-million families who have bought it.

"The world still hasn't beaten this car," claims the headline to an Omni spread. It's "logged over 13 billion miles," has solid resale value and is backed by 5/50 warranty, continues the ad.

The 600 Series has replaced, or absorbed, the Dodge 400. Ads feature the convertibles as "the most affordable convertible" and the 600 ES is still the touring car, recalling "forgotten pleasures of the American road" and competing against imports.

Charger and Shelby are "the first front-wheel-drive American sports coupes" with the "2.2-liter destined to become a legend," according to Car and Driver, which ads quote.

• While regular product ads break Sept. 25, Iacocca's corporate campaign runs from Sept. 9-29. He thanks the public for "help(ing) us stand on our own two feet" and predicts America will regain leadership in technology "by regaining the courage to invest in brains, plants, products that represent the future, not the past."

Iacocca also previews the Chrysler Laser, Dodge Daytona, Dodge Caravan and Plymouth Voyager.

"To turn a company around, you don't just need a lot up here," says Iacocca, pointing to his head. "You need a little something in here," pointing to his gut.

"The new Chrysler Technology" commercials run on all three networks through Sept. 29. Chrysler estimates it will reach 80 percent of adult viewers through network news, NFL and NCAA football and prime-time TV spots. Kenyon & Eckhardt handles corporate and Chrysler-Plymouth spots.

Dodge media strategy will use high-impact techniques in national TV, cable TV and magazines to gain attention.

Joseph Cadell, general marketing manager - Dodge, noted that 25-to-44-year-olds were the target.

Dodge will use "roadblocks" (scheduling spots at the same time on all networks), "single network nights" (clusters of spots during prime time on a network's strongest night), "billboard programs" (identifying Dodge as host) and "showcasing" (exclusive auto sponsor for network special, mini-series or major movie) to get attention.

• The national print schedule has 54 publications and a total of 117 insertions during the quarter. Publications include news weeklies, general interest, special interest, business and finance, car enthusiast, mechanics, outdoor, women's, regional and miscellaneous.

BBD&O handles Dodge car and truck.

Chrysler media starts with a "buyout" of the "60 Minutes" premier show Sept. 25. Chrysler ads also use regionalization and demographic customization with national publications and to a lesser degree with network TV to tailor ads to specific markets.

Laser announcement runs on "60 Minutes," NFL football, Johnny Carson Anniversary special et. al, plus a new Johnny Miller PGA event on USA Cable.

New Yorker runs on these shows, plus print in news weeklies and upscale business and leisure interest publications.

LeBaron run in demo editions of news weeklies, while Fifth Avenue gets broader print.

Plymouth uses network and cable TV, plus 51 national or regional magazines. NFL Football, Johnny Carson Special and other TV buys are on the list.

Reliant and Horizon use broad print in weeklies and monthlies, like Life, Reader's Digest, Car and Driver.

Turismo 2.2 runs in life-style and special-interest books, like People, Rolling Stones, Cosmopolitan.

Commission formed to offset pressure for protectionism

WASHINGTON. — President Reagan, in an attempt to counter pressure for protectionist laws such as the domestic-content bill for autos now before Congress, has established a 21-member Presidential Commission on Industrial Competitiveness.

John A. Young, president of Hewlett-Packard Co., is chairman of the new commission.

Members with ties to the auto industry include John D. Ong, chairman and president of B. F. Goodrich Co.; Robert Anderson, chief executive officer of Rockwell International Corp., and Stephen L. Schlossberg, former director of government and public affairs with the UAW, and now a partner with the Washington law firm of Zwerdling, Schlossberg, Liebig & Kahn.

The commission, which appears to be the Administration's answer to numerous Democratic calls for a national economic policy, will concentrate on two specific goals, according to the President:

1. Identifying opportunities for private industry to transform new technological information and innovations into saleable goods and services.

2. Recommending policy changes at all levels of government to improve private industry's ability to compete in the U. S. marketplace and to maintain and create opportunities for U. S. workers.

May total is 772,842

Registrations best since early 1980

Continued from Page 7

Chrysler was up 2.20 percentage points, to 10.53 percent from 8.33 percent, and the imports climbed 1.13 percentage points, to 27.85 percent from 26.72 percent.

GM was off 2.86 percentage points, AMC dropped 0.41 percentage points and Ford was off 0.01 percentage points compared with market shares in May, 1982. Miscellaneous domestics all but disappeared, fading to 0.01 percent of the market from 0.06 percent.

(In the Polk tabulation, Renault Alliance is counted as an import; it is not included in the AMC total. Volkswagen Rabbit i. also counted as an import.)

Of the domestics alone, GM products accounted for 61.64 percent this May compared with 64.59 percent a year earlier. Ford claimed 22.80 percent, up from 22.46 percent. Chrysler climbed to 14.60 percent from 11.37 percent. AMC slipped to 0.95 percent from 1.50 percent and miscellaneous domestics held the remaining 0.01 percent compared with 0.08 percent in 1982.

The market class breakdown in May showed imports having the largest single piece of the total, at 27.85 percent (215,278 units), followed by U. S. intermediates at 26.01 percent (201,039 units), compacts at 16.38 percent (126,558 units), standards at 13.83 percent (106,848 units), subcompacts at 10.54 percent (81,427 units) and luxury models at 5.39 percent (41,692 units).

A year earlier, imports had 26.72 percent of the market, followed by intermediates at 23.18 percent, compacts at 18.10 percent, subcompacts at 14.44 percent, standards at 11.74 percent and luxuries at 5.82 percent.

Of the domestics-only market in May, 1983, intermediates claimed 36.06 percent, compacts had 22.70 percent, standards had 19.16 percent, subcompacts had 14.60 percent and luxury models claimed 7.48 percent.

New-car registrations for the first five months of 1983 numbered 3,390,119, up 10.76 percent from 3,060,751 in 1982. The total, however, was 6.95 percent behind the five-month count of 3,643,403 in 1981.

Domestic registrations of 2,375,569 were up 8.62 percent from 2,187,094 in 1982. Imports were up 16.13 percent, to 1,014,550 from 873,657.

For the first five months, Chrysler Corp. and the imports enjoyed market-share increases of 1.15 percentage points and 1.39 percentage points, respectively. Chrysler edged up to 9.85 percent from 8.70 percent and the imports claimed 29.93 percent, up from 28.54 percent.

GM dropped 1.76 percentage points, Ford was off 0.28 percentage points, AMC was down 0.47 percentage points and miscellaneous domestics were down 0.03 percentage points.

In the domestics-only market, GM had 61.27 percent, Ford claimed 23.54 percent, Chrysler had 14.06 percent, AMC had 1.12 percent and miscellaneous makes had 0.01 percent for the first five months of this year.

Alfa Romeo offers no-interest loans on GTV-6 coupes

ENGLEWOOD CLIFFS, N. J. — Thirty - six - month interest-free loans are being offered by participating Alfa Romeo dealers and the importer of GTV-6 sports cars.

The program — pitched at dealerships with the tag line, "We have absolutely no interest" —is aimed at clearing out 1982 models in time for an early launch of 1983 models. Alfa Romeo usually gets its new-model cars to U. S. dealers around the beginning of the calendar year; this time, it will be Oct. 1.

There aren't many GTVs left to clear out, however. Dealer stocks are estimated at fewer than 200.

Qualifying customers may finance up to $13,000 for 36 months on the $18,000 sports coupes through Borg - Warner Acceptance Corp.

Borg-Warner signed with the importer last year to provide financial services for Alfa Romeo dealers. Even non-participating dealers, however, are eligible to sign up for this promotion. A majority of dealers have signed on, Alfa Romeo said.

Dealers and Alfa Romeo split the prepaid interest fee. The program runs through Sept. 30.

Alfa 6 in three versions

Alfa Romeo's flagship, the Alfa 6, will be offered in three new versions: The fuel-injected, 158-HP, V-6, 2.5-liter Gold Cloverleaf; the 2.5-liter, five-cylinder, 105-HP turbocharged diesel, and the carburetted, 135-HP, 2.0-liter V-6. Basically the bodywork of the Alfa 6 has not been changed except for the bumpers and the headlights.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

MAY '83 VS. MAY '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	697	3,412	1,955	9,149
Concord	1,418	6,579	2,256	9,574
Concord SW	605	3,096	756	3,965
Eagle 4WD	315	1,613	539	2,679
Eagle 4WD SW	1,728	8,868	1,332	7,664
Eagle SX4 4WD	548	3,066	964	5,546
TOTAL AMC	5,311	26,634	7,802	38,577
Chrysler LeBaron FWD	6,780	28,438	7,422	31,784
LeBaron SW FWD	861	3,986	792	1,826
E Class/NY FWD	6,523	25,989		
Cordoba	1,390	6,514	1,207	6,055
NY Fifth Ave.	7,425	32,848	5,477	20,084
Imperial	148	921	293	1,304
Total	23,127	98,696	15,191	61,053
Plymouth Horizon FWD	5,008	18,936	6,268	33,857
Turismo FWD	3,698	13,250	539	1,940
Reliant FWD	13,834	53,131	9,103	43,082
Reliant SW FWD	4,521	19,907	4,240	17,626
Gran Fury	1,673	7,530	1,967	6,860
Total	28,734	112,754	22,137	103,365
Dodge Omni FWD	4,608	17,247	5,368	28,760
Charger FWD	4,375	15,322	927	4,719
Aries FWD	8,110	35,955	6,678	31,805
Aries SW FWD	3,879	15,786	3,342	14,255
Dodge 400 FWD	3,272	13,940	2,153	9,651
Diplomat	2,391	10,267	2,571	9,563
Diplomat SW			7	57
Mirada	509	2,371	586	3,034
Dodge 600 FWD	2,419	11,596		
Total	29,563	122,484	21,632	101,844
TOTAL CHRYSLER CORP.	81,424	333,934	58,960	266,262
Ford Escort FWD	24,619	101,414	21,691	100,190
Escort SW FWD	8,150	35,552	6,966	32,578
EXP FWD	2,442	9,646	3,550	17,961
Fairmont	3,853	38,046	11,261	50,551
Fairmont SW			99	1,869
Tempo FWD	840	842		
Granada			6,229	30,703
Granada SW			3,951	15,037
LTD	9,914	46,193		
LTD SW	4,225	18,456		
LTD '82			5,421	18,806
LTD Crn. Victoria	9,795	43,126	4,271	16,137
LTD Crn. Victoria SW	1,782	9,862	1,943	7,551
Mustang	10,162	46,854	10,140	46,106
Thunderbird	10,819	30,192	4,184	17,050
Total	86,601	380,183	79,706	354,539
Lincoln Town Car	4,104	19,468	3,840	12,132
Mark VI	2,346	11,068	2,738	9,535
Continental	1,055	6,873	1,543	9,933
Total	7,505	37,409	8,121	31,600
Mercury Lynx FWD	5,934	24,465	6,487	30,645
Lynx SW FWD	1,580	7,264	1,702	8,493
LN7 FWD	648	2,917	1,324	6,595
Capri	1,616	9,457	2,610	12,273
Zephyr	940	11,226	3,450	15,678
Zephyr SW			38	742
Topaz FWD	225	225		
Cougar			2,746	13,830
Cougar SW			1,789	6,205
Marquis	4,073	18,728		
Marquis SW	1,757	6,280		
Marquis '82			979	3,330
Marquis Brougham '82			1,717	6,900
Grand Marquis	7,806	37,740	3,393	12,649
Marquis '82 SW/G Marquis SW	1,113	5,402	1,033	3,650
XR7	7,326	17,865	1,425	6,222
Total	33,018	141,569	28,693	127,212
Lincoln Mercury Div. Total	40,523	178,978	36,814	158,812
TOTAL FORD MOTOR CO.	127,124	559,161	116,520	513,351
Buick Skylark FWD	9,563	40,622	12,382	66,757
Skyhawk FWD	6,370	25,064	4,024	10,425
Skyhawk SW FWD	1,147	4,345		
Century FWD	10,497	46,856	8,364	31,009
Regal	18,832	84,804	21,692	83,283
Regal SW	1,407	5,967	1,598	5,456
LeSabre	3,677	15,218	3,121	11,056
LeSabre Limited	7,745	31,905	6,212	22,316
Electra	7,114	27,512	5,622	21,652
Buick SW	1,727	7,335	1,501	5,665
Riviera FWD	3,895	17,977	4,422	16,952
Total	71,974	307,605	68,938	274,571
Cadillac deVille	11,916	49,379	10,693	39,733
Cimarron FWD	1,824	8,071	958	6,011
Fleetwood & Chas.	3,729	17,443	3,721	15,573
Eldorado FWD	5,553	24,997	5,455	21,555
Seville FWD	2,531	11,354	1,818	9,540
Total	25,553	111,244	22,645	92,412
Chevrolet Chevette	16,073	71,385	20,310	99,878
Camaro	15,712	65,705	22,611	62,380
Cavalier FWD	15,992	57,763	7,689	39,278
Cavalier SW FWD	5,965	20,437	2,321	11,025
Citation FWD	8,617	43,601	14,906	90,610
Malibu	4,584	21,498	6,486	31,099
Malibu SW	4,538	20,963	4,435	15,366
Celebrity FWD	12,150	52,492	8,885	29,393
Monte Carlo	7,932	36,938	10,559	41,192
Impala	4,488	17,523	5,727	21,836
Caprice	10,806	46,891	9,933	38,304
Chevrolet SW	5,283	21,054	4,417	16,560
Corvette	3,201	8,275	2,357	9,272
Total	115,341	484,525	120,636	506,193
Oldsmobile Omega FWD	5,297	21,355	6,183	33,454
Firenza FWD	3,038	12,295	2,549	7,370
Firenza SW FWD	1,305	4,542		
Cutlass Ciera FWD	14,057	58,392	9,717	37,057
Cutlass Sup/Calais	26,524	115,596	26,024	106,647
Cutlass SW	2,069	8,883	2,213	8,554
Delta 88	887	3,636	941	3,961
Delta Royale	18,019	75,305	15,586	54,253
98	9,575	42,522	8,379	33,327
Oldsmobile SW	2,365	10,110	2,163	7,793
Toronado FWD	3,214	14,226	3,346	12,832
Total	86,350	366,862	77,101	305,248
Pontiac 1000	3,047	13,586	3,908	23,404
Firebird	7,709	35,924	11,486	35,663
2000 FWD	7,510	26,945	3,935	19,266
2000 SW FWD	1,093	4,347	723	3,119
Phoenix FWD	2,388	11,973	3,755	23,741
Bonneville	5,531	24,034	6,089	24,147
Bonneville SW	1,368	5,547	1,559	5,804
6000 FWD	6,980	29,077	4,416	15,649
Grand Prix	7,583	32,503	9,541	34,932
Catalina			45	403
Bonneville '81	82	84	134	1,523
Bonneville Brougham '81	963	1,035	103	1,269
Pontiac SW	194	208	41	418
Total	44,448	185,263	45,735	189,338
TOTAL GM CORP.	343,666	1,455,499	335,055	1,367,762
(Checker)	12	226	379	1,022
Miscellaneous Domestic	39	341	409	1,142
Domestic Station Wagon Total	58,662	248,197	48,961	201,278
Domestic Grand Total	557,564	2,375,569	518,748	2,187,094
Import Total	215,278	1,014,550	189,123	873,657
Grand Total All Registrations	772,842	3,390,119	707,869	3,060,751

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

104,249 cars built; all makers report gains

Auto production climbs for week

U. S. auto production rose 12.74 percent last week, boosted by week-to-week increases in output by all major domestic auto makers.

The manufacturers scheduled production of 104,249 cars last week, up from 92,468 the previous week. The total was up 60.50 percent from the 64,954 built during the comparable week in 1982.

Chrysler production trebled last week as the maker had all plants operating.

Ford Motor's Atlanta assembly plant closed last week for inventory adjustment and was scheduled to reopen today (Aug. 15). Ford Dearborn cut back to one-shift operations last week to trim inventories.

Ford's Kansas City (Tempo/Topaz) and Metuchen (Escort/Lynx) plants both worked daily overtime last week. Kansas City is scheduled to work 10-hour daily shifts this week and two overtime shifts this Saturday.

GM scheduled two shifts of Saturday overtime last week at the Flint Plant 40, which assembles the G-body line (Buick Regal).

Down for model changeover last week were GM's Van Nuys (Calif.), Willow Run (Mich.) and Detroit plants. Van Nuys is slated to re-open August 19, while Willow Run and Detroit are scheduled to resume operations on August 22.

GM last week said that it would close its Baltimore assembly plant next March for 20 weeks for renovation and changeover to production of a new vehicle.

Percentage breakdown for last week's production was: GM, 52.11 percent; Ford, 28.04 percent; Chrysler, 11.99 percent; American Motors Corp., 4.17 percent; Volkswagen of America, 2.25 percent, and Honda, 1.44 percent.

Cumulative production was edging toward the four-million mark late last week. Year-to-date, the makers have built 3,951,158 cars, up 21.25 percent from the 3,258,538 built during the equivalent period in 1982.

Four assembly plants win tariff relief on auto parts

WASHINGTON. — The Commerce Department has approved foreign-trade subzone status for four U. S. auto plants.

The plants are Toyota's truck-bed assembly facility in Long Beach, Calif., General Motors' Lakewood and Doraville plants, and a Ford auto plant in Kansas City. Each will qualify for tariff relief on certain imported parts.

The Toyota facility will qualify for deferred duty payments on imported parts and will be charged the same rate as that applied to importers of finished cargo bodies. This duty is lower than that charged for the total of Toyota's imported truck materials. These parts include steel coil, fasteners and decals.

The Ford plant, which produces the new Tempo and Topaz, imports 5 percent of its components including engines, transaxles and radios. The Ford facility will no longer pay duties on its foreign parts when they are used to build export-market autos. On domestic sales, the company will be able to defer duties and pay the same rate available to importers of finished autos.

The average duty rate for Ford's non-U. S. components is 4.6 percent, while the rate for finished autos is 2.8 percent.

GM's two plants will receive relief similar to that enjoyed by Ford. GM's Lakewood plant produces Chevette, while the Doraville facility makes Buick Century and Olds Cutlass Ciera. Foreign content at the Doraville plant is less than 2 percent and includes brake hoses, radios and optional engines. The Chevette plant utilizes 5 percent foreign-sourced parts. These include automatic transmissions, optional diesel engines, solenoids, wiring harnesses, and seat covers.

Exports account for 7.5 percent of Doraville's output, while Lakewood is slated for possible export production. The average duty rate on the foreign parts used at Doraville and Lakewood is 4.4 percent and 3.8 percent, respectively. Both plants will now pay 2.8 percent for finished automobiles.

Seminar planned on CAD/CAM

TROY, Mich. — A seminar on the Medusa CAD/CAM system is planned for Sept. 21 with a repeat on Sept. 22, by Prime Computer, Inc.

Medusa is a computer-aided design package providing two and three-dimensional mechanical design, drafting and documentation. It allows the user to produce drawings for annotation, dimensioning and sectioning. Data can be used to generate parts lists and bills of material, or to interface with programs for analysis and numerical control.

The seminars will be held at Prime's Troy office. Information is available from Prime at (313) 362-0050.

Cook, Pontiac sign

HUTCHINSON, Kans. — J. H. Cook has signed with Pontiac to open Cook Motor Co., Inc.

Truck production dips 3 pct. to 40,013 for week

Production decreases by both GMC and Ford Motor Co. helped pare 3.55 percent from last week's scheduled domestic truck output.

Makers planned assembly of 40,013 trucks, down from the previous week's 41,486 units but a 21.17-percent increase from the 33,022 built during the comparable 1982 week.

All plants were reported open last week except General Motors' Lordstown (O.) van plant, which will be closed until Aug. 16 for model changeover.

No overtime was reported.

Year-to-date, the truck manufacturers have built 1,378,254 trucks, an 8.87-percent hike from the 1,265,897 units assembled during the equivalent period last year.

Canadian output plunges as Ford, GM close plants

Canadian car production plunged 34.73 percent last week as both Ford Motor and General Motors closed assembly plants.

Scheduled output last week was 8,360 cars, down from the 12,809 built the previous week and a 35.66-percent drop from the 12,994 built during the comparable year-ago week.

GM's Oshawa Plant No. 1 closed last week for two weeks; at the same time, Oshawa Plant No. 2 reopened after one week of vacation downtime.

Ford's St. Thomas assembly point closed last week for tooling changes to add production of full-size cars to the Escort/Lynx subcompact cars already built there.

St. Thomas will remain down through August 19, then reopen for three weeks. Final changeover will be completed when St. Thomas closes again from Sept. 12 to Oct. 10.

Year-to-date, the Canadian makers have assembled 608,229 cars, up 19.69 percent from the 550,658 built during the equivalent period last year.

Canadian production of trucks last week increased 12.13 percent on boosts by Ford and GM.

Makers scheduled production of 7,551 trucks, up from 6,734 built the previous week but down 6.66 percent from the 8,090 assemblies of the equivalent 1982 week.

U. S. CAR PRODUCTION

	Week Ended Aug. 13, 1983	Week Ended Aug. 14, 1982	Week Ended Aug. 6, 1983	Aug. to Date	Jan. 1 to Aug. 14, 1982	Jan. 1 to Aug. 13, 1983
AMERICAN MOTORS	4,350	2,456*	3,596	7,946	41,211*	106,515
AMC Total	.....	2,456*	.....	.....	41,211*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,350	.....	3,596	7,946	.....	102,444
Alliance	2,900	.....	2,449	5,349	.....	97,972
Encore	1,450	.....	1,147	2,597	.....	4,472
CHRYSLER CORP.	12,500	5,678	3,894	16,394	359,714	507,344
Plymouth Total	4,800	1,826	825	5,625	148,127	183,544
Horizon	1,900	.....	.....	1,900	46,460	65,617
Reliant	2,800	1,792	787	3,587	101,617	114,843
Caravelle ('83)	100	34	38	138	.....	3,084
Chrysler Total	2,800	1,747	1,770	4,570	69,801	118,414
LeBaron	700	1,270	480	1,180	69,801	53,245
Chrysler E-Class	2,100	477	1,290	3,390	.....	65,169
Dodge Total	4,900	2,105	1,299	6,199	141,768	205,386
Omni	1,700	.....	.....	1,700	43,771	74,529
Aries	2,300	1,195	585	2,885	76,650	85,234
Dodge 400	.....	706	.....	.....	21,365	18,478
Dodge 600	900	204	714	1,614	.....	27,145
FORD MOTOR	29,229	12,442	27,736	56,965	699,376	888,618
Ford Division	17,861	6,802	16,352	34,213	440,760	564,499
Escort	5,362	4,030	5,410	10,772	172,678	157,404
Fairmont	.....	2,772	.....	.....	80,493	23,728
Mustang	1,740	.....	.....	1,740	81,665	69,218
LTD/Granada	3,053	.....	2,610	5,663	74,051	103,438
Thunderbird	2,030	.....	1,655	3,685	27,378	115,949
Crown Victoria/Ford..	1,605	.....	1,916	3,521	.....	56,307
EXP	.....	.....	.....	.....	4,499	1,184
Tempo	4,071	.....	4,761	8,832	.....	37,271
L-M Division	11,368	5,640	11,384	22,752	258,612	324,119
Mercury Total	8,723	4,333	8,728	17,451	199,923	255,451
Lynx	2,208	2,442	2,637	4,845	55,418	45,691
Capri	413	.....	.....	413	22,566	13,305
Zephyr	.....	332	.....	.....	26,812	8,601
Marquis/Cougar	987	.....	672	1,659	35,953	44,159
Cougar/XR7	2,828	.....	3,291	6,119	9,472	73,474
Gr. Marquis/Marquis..	1,303	1,559	933	2,236	48,636	58,791
LN7	.....	.....	.....	.....	1,066	290
Topaz	984	.....	1,195	2,179	.....	11,140
Lincoln Total	2,645	1,307	2,656	5,301	58,689	68,668
Continental ('82)	.....	258	.....	.....	12,263	8,793
Lincoln	2,645	576	2,656	5,301	26,675	39,684
Mark VI	.....	473	.....	.....	19,751	20,191
GENERAL MOTORS	54,320	44,378	53,700	108,020	2,095,953	2,369,340
Buick Division	14,159	12,965	10,815	24,974	491,118	546,602
Skylark	.....	1,873	.....	.....	93,135	61,382
Skyhawk J	1,400	.....	1,548	2,948	47,922	46,160
Century	3,480	1,724	1,636	5,116	86,431	100,876
Regal	5,099	5,023	4,522	9,621	131,589	154,495
Buick	3,173	4,081	2,378	5,551	110,565	154,301
Riviera	1,007	264	731	1,738	21,476	29,388
Cadillac Division	1,938	135	1,215	3,153	139,370	187,161
Cimarron	.....	.....	237	237	3,660	12,324
Seville	650	41	251	901	12,693	20,959
Eldorado	1,288	94	727	2,015	34,578	46,383
Cadillac	.....	.....	.....	.....	88,439	107,495
Chevrolet Division	9,215	18,070	16,012	25,227	677,700	761,277
Chevette	.....	5,336	150	150	150,212	109,323
Cavalier	1,925	.....	7,526	9,451	55,191	179,436
Celebrity	3,516	224	.....	3,516	41,077	83,861
Camaro	572	5,244	1,101	1,673	146,447	119,269
Citation	1,670	7,390	633	2,303	118,808	63,253
Malibu	.....	2,125	2,230	2,230	78,650	94,973
Monte Carlo	.....	1,070	2,456	2,456	44,172	57,215
Chevrolet	907	1,681	1,323	2,230	24,730	39,008
Corvette	625	.....	593	1,218	18,413	14,939
Oldsmobile Division	14,779	8,485	15,569	30,348	476,787	620,145
Omega	.....	1,093	.....	.....	56,531	36,269
Firenza	770	.....	817	1,587	34,011	29,964
Cutlass	3,600	.....	4,414	8,014	122,842	178,563
Cutlass/Ciera	4,690	1,616	3,491	8,181	73,445	125,577
Oldsmobile	4,930	5,615	6,304	11,234	170,447	224,656
Toronado	789	161	543	1,332	19,511	25,116
Pontiac Division	14,229	4,723	10,089	24,318	310,978	254,155
Acadian†	8,104	225	4,376	12,480	8,128	22,933
2000	2,055	.....	2,238	4,293	27,438	65,329
1000	1,020	1,101	749	1,769	27,045	27,662
Firebird	710	3,360	596	1,306	89,047	58,099
Phoenix	500	.....	160	660	34,378	16,925
G. Prix/B'ville ('83)	1,840	37	1,970	3,810	100,172	63,207
6000	.....	.....	.....	.....	24,770	.....
HONDA	1,500	.....	1,504	3,004	.....	25,616
VOLKSWAGEN	2,350	.....	2,038	4,388	60,121	53,725
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	104,249	64,954	92,468	196,717	3,258,538	3,951,158

CANADIAN CAR PRODUCTION

	Week Ended Aug. 13, 1983	Week Ended Aug. 14, 1982	Week Ended Aug. 6, 1983	Aug. to Date	Jan. 1 to Aug. 14, 1982	Jan. 1 to Aug. 13, 1983
AMERICAN MOTORS	600	1,217	601	1,201	18,548	17,758
CHRYSLER CORP	.....	4,140	.....	.....	103,454	103,857
FORD MOTOR	4,800	4,065	8,295	13,095	193,323	143,931
GENERAL MOTORS	2,960	3,572	3,913	6,873	228,655	336,748
VOLVO	.....	.....	.....	.....	6,678	5,935
Total Cars, Canada	8,360	12,994	12,809	21,169	550,658	608,229
N. American Cars	112,609	77,948	105,277	217,886	3,809,196	4,559,387
N. American Trucks	47,564	41,112	48,220	95,784	1,590,608	1,693,037
North American Cars and Trucks	160,173	119,060	153,497	313,670	5,399,804	6,252,424

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 13, 1983	Week Ended Aug. 14, 1982	Week Ended Aug. 6, 1983	Aug. to Date	Jan. 1 to Aug. 14, 1982	Jan. 1 to Aug. 13, 1983
CHEVROLET	14,091	7,110	13,552	27,643	441,090	488,089
DODGE	2,000	2,329	2,323	4,323	82,233	82,821
FORD	16,530	16,444	17,540	34,070	452,078	538,114
GMC	2,967	3,094	4,219	7,186	161,188	156,086
INTERNATIONAL	1,175	995	1,075	2,250	30,602	30,413
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,200	2,000*	1,727	3,927	53,123	48,522
AM GENERAL	50*	50*	50*	100*	1,480*	1,530
MISCELLANEOUS	1,000*	1,000*	1,000*	2,000*	36,000*	30,600
Total Trucks, U. S.	40,013	33,022	41,486	81,499	1,265,897	1,378,254

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 13, 1983	Week Ended Aug. 14, 1982	Week Ended Aug. 6, 1983	Aug. to Date	Jan. 1 to Aug. 14, 1982	Jan. 1 to Aug. 13, 1983
CHRYSLER CORP	2,164	2,623	1,603	3,767	63,465	76,570
FORD MOTOR	2,536	3,487	3,144	5,680	90,137	82,765
GENERAL MOTORS	2,761	1,713	1,922	4,683	163,952	152,004
INTERNATIONAL	90	267	65	155	7,157	3,444
Total Trucks, Canada	7,551	8,090	6,734	14,285	342,711	314,783
N. American Trucks	47,564	41,112	48,220	95,784	1,590,608	1,693,037

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.